

The American Perfumer and Essential Oil Review

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See also page 9

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In This Issue

THE problems of our industry relating to industrial alcohol have not been eased by the passage of the Williamson Bill. A discussion of the situation appears in our Washington news this month. An editorial on enforcement methods may also be worth your while. Leroy Fairman discusses the "Ten Cent Table" and its probable significance. We also introduce C. F. Peehl, who will write a series on some phases of plant management. In the soap section is an interesting discussion of manufacture in India.

Read it all!

The
American Perfumer
and Essential Oil Review
Registered U. S. Patent Office

VOL. XXV

NO. 4

Guaranteed Quality "StaffAllen's"



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**UNGERER & COMPANY : : New York
BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria**

The American Perfumer

and Essential Oil Review

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What Is "Enforcement" Coming To?

IN their efforts to subdue criticism of their apparent inability to enforce the National Prohibition Act properly, those in charge of its enforcement have gone far beyond the original scope of the Act and the intent of Congress. In addition to their activities against intoxicating liquors as defined in the law, they have extended their supervision to cover *toilet preparations, flavors and other materials*, which are not covered by the Act but are *specifically exempted from its provisions*. This is being done on the ground that they can be "made potable by simple manipulation or distillation." In so doing they are not only placing an intolerable burden upon the legitimate manufacturer but are in fact violating the specific wording of the law which they are empowered and directed to enforce.

Section Four of Title Two of the National Prohibition Act reads as follows: "*The articles enumerated in this section shall not, after having been manufactured and prepared for the market, be subject to the provisions of this act if they correspond with the following descriptions and limitations, namely: (d) Toilet, medicinal, and antiseptic preparations and solutions that are unfit for beverage purposes. (e) Flavoring extracts and sirups that are unfit for use as a beverage, or for intoxicating beverage purposes. . . .*"

In Section One of the same title the word "liquor" or the phrase "intoxicating liquor" are defined as including liquids and compounds by whatever name called "containing one half of one per centum or more alcohol by volume which are fit for use for beverage purposes."

Apparently brought almost to the point of desperation by attacks upon them by fanatical "drys" and equally fanatical "wets," those who have charge of the enforcement of the prohibition laws have recently embarked upon a course which brings them

into conflict, not only with the interests of industrial alcohol consumers and legitimate manufacturers of toilet preparations and beverages but even with these provisions of the law itself which they are supposed to enforce. Driven into a corner by the obvious failures of enforcement measures, they are now resorting to regulations and methods, in part sustained by lower courts, which cannot be defended at law or sustained as good enforcement practice.

When the National Prohibition Act was being considered by Congress, an effort was made to broaden the definitions quoted above by substituting the word "potable" for the words "fit for use for beverage purposes." The very fact that Congress turned down this proposal is sufficient evidence of its intent. Those in Congress, who kept their heads in writing the law, evidently realized that the word "potable" meant capable of being swallowed, and that its inclusion in the definition would bring virtually every medicinal and toilet preparation and many industrial poisons within the scope of the act and thereby defeat the very purpose which the proponents of the measure sought to accomplish.

With the merits or demerits of prohibition as an "experiment" we have no concern whatever. But we have a very grave concern in enforcement methods designed to placate critics of administrative measures and personnel by shifting the burden of enforcement upon industry where it belongs neither legally nor morally.

This is exactly what the present enforcement officials are seeking to accomplish by rewriting the law in regulations or enforcement activities so that the definition of intoxicants is made to include not only "potable" substances but any substances which "from simple manipulation and distillation yield potable alcohol." It was not the intent of Congress nor

is it the wording of the law that toilet preparations or flavors should be placed under the ban. They are specifically excluded from the provisions of the act by the act itself. Where then is the warrant for stretching the law and twisting the intent of Congress in this fashion?

It is obviously criminal to distill or manipulate perfume to secure the alcohol for illicit purposes. Let the Bureau then proceed against the gentry who thus violate the law. It has no business to interfere with the legitimate producer of perfumes or to proceed against his products.

The matter of extra legal or illegal regulations or activities on the part of administrative departments of the government has been decided by the courts in many instances. Decisions of the higher courts have in every case condemned such regulations and such activities and have upheld the language and intent of the laws as superior to the dicta of enforcement officials, no matter how hard pressed the latter may be to make a showing of competence.

The alcohol producing and consuming industries have gone much more than half way in showing their desire to co-operate with enforcement officials and their anxiety to comply in every respect with the law and the regulations. Their reward has been a twisted definition of the law and illegal regulations and enforcement methods, which have hampered their activities and threatened their very business lives, and all of this has been without a single compensatory benefit in better enforcement of prohibition.

It is time that a halt was called! With legitimate enforcement methods, industry is in the greatest sympathy. It should be prepared to fight to the last ditch methods designed to create an alibi and a smoke screen by placing the burden upon legitimate industry. If the enforcement officials cannot stay within the law and secure at the same time a reasonable measure of enforcement, let them admit it and propose such changes as they may think necessary. That will give industry a chance to be heard. They should stop before they seek to rewrite the law without consulting Congress and to unload their own responsibilities upon the shoulders of industry. And if they will not stop, *they should be made to stop* by the united force of industry itself, which has already stood too much!

Shift or Growth?

IT has been pointed out to us that there has been a considerable increase in the manufacturing activities of the soap and toilet preparations industries recently in California. Several of the larger soap companies are operating or building plants there, while in Los Angeles and Hollywood, a large and growing cosmetic industry has arisen. It was suggested at the same time that the well advertised climate and other advantages of the Golden State has turned manufacturers of toilet

OUR ADVERTISERS

METAL PACKAGE CORPORATION
(Plain and Decorated Tin Cans)
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AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW
432 Fourth Ave., New York City.

GENTLEMEN: As an advertising medium for reaching the perfumery trade, we consider your magazine the *Saturday Evening Post* of the perfumery industry.

The results we have obtained through advertising in your publication, from this and foreign countries, have been altogether very gratifying.

Yours very truly,

METAL PACKAGE CORPORATION,
E. M. KAYLOR.

preparations in that direction at the expense of other sections of the country.

Such a trend, if it existed, would be a most interesting phenomenon and one worthy of special attention. Unable to recall at once any instances of shifts from other centers to the Pacific Coast, we checked up on the census returns (always gratifying in our rapidly growing industry), and found as we had anticipated that the supposed shift was merely a growth in the industry. It is true that California has shown a tremendous growth both in number of establishments and value of products; but other states have not lagged behind and in no state has there been a decrease during the last five years.

We congratulate California on this additional sign of its recent progress and the industry upon extending its activities from Coast to Coast without a loss in any section of the country.

The End of the War?

LIKE all bad things, the price war in retail trade circles in New York, which reacted so unfavorably upon manufacturers of cosmetics, has about come to an end. Most of the Fifth avenue group of shops have stopped their absurd price activities leaving to the Herald Square stores any glory or profit which may be derived from selling goods below cost.

It is pleasant to record the end of the struggle but we would again point to the moral of the tale. Had there been legislation allowing manufacturers to control their retail selling prices, there could have been no such fight, prices could have been maintained and makers, sellers and the public would all have been better off. How much longer must we wait for this desirable legislation?

Alcohol Transfer Raises Problem

Preparation of New Regulations Being Considered

Trade Representatives to Be Heard

Supreme Court Decides Suits of D. P. Paul and Others

WASHINGTON, June 10.—President Hoover having signed the Williamson bill providing for transfer of certain prohibition enforcement activities from the Treasury Department to the Department of Justice, officials of those departments have been busy preparing new regulations for carrying out the purposes of the law. In this work Assistant Attorney General Youngquist and his staff, of the Department of Justice, have been acting cooperatively with Dr. J. M. Doran, Prohibition Commissioner, Dr. W. L. Linder, chief of the chemical division of the old Prohibition Bureau, and other officials under the Treasury Department.

At this writing the first draft of the new regulations has been completed and has gone to the Government Printing Office for preparation of proof copies, which it was the intention of officials to submit to leading representatives of trade associations and perhaps other interests related to the production and utilization of alcohol for industrial purposes. These representatives include W. L. Crouse, Washington representative of the American Manufacturers of Toilet Articles and of the National Wholesale Druggists Association; Eugene C. Brokmeyer, attorney for the National Beauty & Barber Supply Dealers' Association and for the National Retail Druggists Association, and other representatives of drug, medicinal, chemical, flavoring extract and related interests.

Trade to Be Heard

By some it was understood that the trades and industries concerned would have every opportunity to be heard upon the proposed regulations. Whether in oral hearing or not, certainly, the understanding was, suggestions from the trade with regard to the new regulations would be received and given consideration by government officials before a final draft of the regulations was made public. The date had not yet been set for such a hearing or for receipt of such suggestions.

The law provides that it shall go into effect July 1, but officials did not believe that the regulations would be completed and ready for promulgation, in final form, by that date. However, the plan was, in that event, for the old regulations to be continued in force and effect until the new ones could be completed. This could be done by departmental order.

The new regulations concerning industrial alcohol will be issued jointly by the Attorney General and the Secretary of the Treasury, it was stated. This will relate to the administration of the permit system under the new Bureau of Industrial Alcohol that is authorized by the law, to remain under the Treasury Department. Besides these regulations, it is believed that there may be additional regulations issued by the Attorney General, peculiarly within the province of the Depart-

ment of Justice, in connection with its new work pertaining to the detection and apprehension of violators of the prohibition law, which the Williamson act transfers from the Treasury Department.

Not Many Changes to Be Made

While the new regulations dealing with administration of the permit system will be a joint affair of the two Cabinet officers, it is understood that the draft of these regulations is mostly the work of Department of Justice law experts. One of their tasks was to check the old regulations of the Treasury Department concerning industrial alcohol and medicinal spirits against the prohibition laws under which they were issued. Incidentally, it is learned, law experts reached the conclusion that the regulations did not conform with the law in many respects. In fact, the regulations went far beyond the law, according to information handed the writer, at one of the departments.

At the same time, it was said, not a great many changes of importance would be necessary to make them conform to the new law, and the new regulations would not greatly differ from the old ones. At some points in the regulations, it was understood, provision would be made for action to be taken by officials of the Department of Justice, instead of by officials of the Treasury Department as at present. This, in view of joint control provided to be exercised by the two departments, under the Williamson law.

One change decided upon is that applications for permits must be filed in triplicate instead of in duplicate as at present, the extra copy being intended for the Department of Justice. Permits will be handled primarily by officials of the new Bureau of Industrial Alcohol, according to expectations, but the Department of Justice would exercise the veto power against any application for a permit. This is true, whether it be for a basic permit to obtain alcohol or liquor for the manufacture of toilet preparations, medicines or other authorized products, or for a supplemental permit or a renewal of permit.

Under the law the Department of Justice could sit in on the consideration of any such application, but in practice, officials say, there will be comparatively few cases on which that department will sit. They will be cases in which the Department of Justice has some information it believes tends to show that the applicant has an undesirable record, or may violate the law. In a large majority of cases of applications for permits, officials say, there will be no unusual delay, and that they will be handled in a regular routine matter.

However, some trade representatives do not see how this can be worked out unless a sort of approved list or "white list" is worked out in advance, with the

understanding from the Department of Justice that applications from parties on that list should be given permits without delay. This plan would involve, in effect, another and "black list" of concerns that would at least be classed as doubtful and subjected to careful investigation and consideration before permits were issued to them. Trade representatives believe the idea of a "black list" and a "white list" is not good in principle. Of course, the departments do not admit that there will be any such lists.

Completion of Reorganization

Organization of the new Bureau of Industrial Alcohol in the Treasury Department, as provided for in the Williamson act, is being delayed apparently while the Department of Justice works out its part of the job of reorganizing prohibition enforcement, which delay is not pleasing to Treasury officials, according to report. Federal district attorneys will confer with the department in Washington before the reorganization is completed.

The Bureau of Industrial Alcohol will have representatives in various parts of the country to handle work in connection with industrial alcohol permits, but whether they will be known as prohibition administrators seems doubtful. The present system of prohibition administrators may be taken over by the Department of Justice, which will have the Bureau of Prohibition under the new law, or they may be converted into administrators of industrial alcohol.

Indications at the Department of Justice are that the number of prohibition districts in the country may be reduced from 25 within the continental limits of the United States, which have been in existence for several years. One suggestion is that the number may be cut to nine, corresponding with the federal judicial circuit court districts.

Dr. Doran to Remain

Dr. Doran will remain as Commissioner of Industrial Alcohol and the names of Howard Jones and Alf Oftedahl are most prominently mentioned in connection with the appointment as head of the new Bureau of Prohibition, under the Department of Justice. Assistant Attorney General Youngquist, who succeeded Mrs. Mabel Walker Willebrandt, will have general supervision over prohibition work under the Department of Justice.

Warn Against Delays

The Williamson law provides that if the Department of Justice does not take action within ten days upon applications for permits under the prohibition law, then they shall take the usual course through the Bureau of Industrial Alcohol. However, Department of Justice specialists, commenting upon this, intimate that it does not mean much because, they say, in practical operation, it has been found impossible to act upon applications for permits within ten days. This attitude may possibly portend delays in the handling of applications under the new law, in the Department of Justice. Warning of the seriousness of delay to the trades and industries necessarily dependent upon industrial alcohol and medicinal liquor, was voiced to Department of Justice officials by Mr.

Brokmeyer, attorney for the National Beauty and Barber Supply Dealers Association.

While preparations for carrying out the Williamson act were proceeding in executive branches of the government, at the Capitol further steps were taken toward enactment into law of other items of President Hoover's program. Within two days the House of Representatives passed several bills on this program, which had been pending, mostly before its Committee on Judiciary, during a period of several months.

Other Bills Passed

One bill provided for amendment of the Jones "five and ten" law so that sale of not more than one gallon of liquor by a person not habitually violating the law; manufacture of liquor unlawfully in an amount not exceeding one gallon; assisting in unlawful production or transportation of liquor, and unlawful transportation of not more than a gallon of liquor by a person not habitually engaged in violating the law shall be punishable by fine up to \$500 or imprisonment up to six months, or both.

Another bill, as passed by the House, provided for trial of petty offenses before United States commissioners instead of by jury, with a view to relieving congestion in the federal courts. A third measure defines petty offenses and felonies. A fourth provided for waiver of trial by jury in the federal district courts. These measures were changed in important particulars from the form in which they were first recommended by the President's Law Enforcement Commission headed by George W. Wickersham.

Passage of these bills by the Senate during the remainder of the second session of the 71st Congress appeared to be problematical, in view of the existing legislative jam and the disposition of senators to get away from Washington for at least a part of the summer.

Meanwhile, however, other attempts at legislation affecting the prohibition situation continued. When the canned food bill was taken up in the Senate, June 6, Senator Tydings of Maryland attempted to amend it by prohibiting the use of poisonous substances in denaturing alcohol. On this the vote was 16 to 45 in the negative. The amendment was similar to one proposed by Mr. Tydings to the Williamson bill when it was before the Senate, and which was also voted down, as were other amendments to that measure offered by Mr. Tydings at the suggestion of alcohol consuming industries, with a view to liberalizing and clarifying the Williamson bill. During consideration of the latter bill the situation developed into a wet and dry fight, partly as a result of the Tydings proposal to stop denaturing of alcohol.

The question of poisonous effects of synthetic methanol was submitted by Representative Grant Hudson of Michigan to Dr. Hugh Cumming, Surgeon General of the Public Health service, and the latter replied with a report from Prof. Carl Voegtlin, professor of pharmacology of the Hygienic Laboratory stating that methanol is poisonous if taken internally or if the fumes are inhaled freely, also that it may be absorbed through the skin.

"To sum up," concluded Prof. Voegtlin, "it would seem that the indiscriminate substitution of synthetic

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Tariff Bill Finally Enacted

*President Signs Measure Passed After
More Than a Year of Consideration
Perfume Industry's Rates Little Changed*

WASHINGTON, June 18.—After nearly eighteen months of preparation and consideration the Hawley-Smoot tariff act of 1930 was finally agreed to by the United States Senate on the 13th inst., and by the House of Representatives the following day. These actions were taken in the form of adoption of the report of the joint Conference Committee covering agreement between the two houses of Congress on differences existing between them on hundreds of items in the tariff bill as passed by the respective houses.

The tariff measure was enrolled officially and scheduled to be signed by Speaker Longworth of the House and Vice-President Curtis, as president of the Senate, on the 16th inst. Signature to the measure was inscribed by the President on Tuesday, June 17.

The Hawley-Smoot measure provides that, in general, it would go into effect immediately upon its becoming law, except as otherwise provided therein. These latter provisions occurred in certain particular paragraphs, but not in those specially concerning the perfume trade and cosmetic industry.

There is understood to have been considerable interest manifested on the part of these and other trades and industries as to the exact time the new tariff act would become effective; in other words, when the President would sign it. This interest arose from the fact that in cases where rates of duty were increased by the Hawley-Smoot measure, importers were understood to be anxious to bring in goods before its effective date and hour, while on the other hand, where rates were reduced importers wanted to take advantage of them by delaying their entries.

The law provides that rates of duty and other tariff provisions shall apply on imported goods which are in effect at the time withdrawal of the goods in customs entry occurs. In other words, goods may be received at American ports before a new tariff becomes effective, but the new tariff would apply on them if they are not withdrawn until after that tariff becomes law. But after it became law it would not be possible for withdrawal from entry to be made as under the old law.

Provisions of the Hawley-Smoot tariff in which the perfume and cosmetic industry has been especially concerned were either settled in the bill as it passed both houses of Congress in the first instance or were agreed upon in the Conference Committee on the bill several weeks ago. The most important tariff decisions made by Congress that are of interest to the trade include the following.

Finished perfumery was retained dutiable at a rate of 75 per cent ad valorem.

Bath salts were retained dutiable at 75 per cent.

The amount of duty on blackstrap molasses used in

the production of alcohol was not increased, although the basis of the rate or unit of measurement was changed.

Ambergris, civet, castoreum, musk and floral waters were not put on the free list, as requested by the perfume industry, but remained dutiable at 20 per cent, as under the tariff law of 1922.

The rate of duty on balsams advanced in value by processing was not increased to 35 per cent, as requested by the perfume industry, but remained at 10 per cent.

Hand-made bottles used for perfume were made dutiable at 75 per cent and machine-made bottles at 25 per cent.

Perfume materials derived from coal tar, the Hawley-Smoot measure provided, should be dutiable on the basis of their foreign market value.

The general principle of foreign valuation as the basis of levying ad valorem duties was authorized in the measure, but the United States Tariff Commission was authorized to report upon American valuation in two and a half years.

The proposal to give the Secretary of the Treasury or his appraisers the final decision on the appraisal or valuation of imports was rejected, as it was believed it would have deprived the American perfumery industry of valuable rights.

Capper-Kelly Bill Progress

WASHINGTON, June 14.—The long fight of the perfume trade and other interests to secure consideration, in the House of Representatives, for the Capper-Kelly bill to authorize the maintenance of resale prices to a limited degree, attained success when the House Committee on Rules early this week ordered a favorable report on a special rule providing that the bill should be taken up, with two hours of general debate allowed, after which the measure could be discussed and amendments to it offered under the five minute rule, with an ultimate vote on its passage apparently assured.

After strenuous efforts, friends of the bill breathed easier. On account of the necessity of acting upon the conference report on the tariff bill and other matters, however, consideration of the Capper-Kelly bill was put over until Thursday, June 19.

The fight on the bill continued, with the prospect of continuing until the final vote on it in the House. Representative Clyde Kelly of Pennsylvania, co-author of the bill, however, had predicted that there would not be fifty votes against the measure. On the other hand, some of its other friends appeared doubtful. Perhaps the most prominent of these remarked within

the past day or two that members of the House appeared to be "afraid to vote for the bill and afraid to vote against it." Other House members who said that they had been hearing from the country "back home," declared they feared the bill was a "two-edged sword."

"But both edges are blunt," remarked the prominent friend of the bill above quoted. The truth of the matter is that some friends of the bill are disappointed because they say it does not go far enough. Penalty provisions of the measure have been removed. It now authorizes contracts between the manufacturer or producer and the wholesaler, or between the latter and the retailer, covering resale prices of trade-marked articles. If, however, a party to such contract fails to abide by it the only remedy the other party has is the civil remedy of suit for breach of contract.

The special rule for consideration of the bill was ordered reported at a meeting of the House Rules Committee at which Chairman Snell was absent. Representative Purnell of Indiana presided as acting chairman and presented the rule to the House.

Trade Commission Acts on Rules

WASHINGTON, June 12.—Revision of trade practice rules generally has been undertaken by the Federal Trade Commission, as a result of objections raised against some of these rules affecting certain industries. These rules have been formulated at trade practice conferences held under the auspices of the Commission. Among them are rules of beauty and barber supply dealers, in the drafting of which Eugene C. Brokmeyer, attorney for the National Beauty and Barber Supply Dealers' Association, has been active.

Some time ago Representative Wright Patman of Texas made a series of charges in the House of Representatives to the effect that trade practice rules of various industries, adopted with the consent and assistance of the Federal Trade Commission, really tended to the formulation of illegal combinations and trusts, whereas the Commission was created to combat such organizations. His charges related more particularly to rules affecting the cottonseed oil industry, but they were broad enough to be general in application.

More recently there have been charges and complaints from various sources that some of the trade practice rules for other industries were illegal; and that the Commission went beyond the scope of its authority in fostering such rules. At the annual meeting of the Chamber of Commerce of the United States, in Washington, there was considerable discussion of trade practice rules before a conference of trade association executives. On that occasion John Lord O'Brian, assistant to the Attorney General in charge of enforcement of the anti-trust laws, discussed trade practice rules and the attitude of the Department of Justice toward them. It was announced that the Department proposed to enforce the law, trade practice rules or no trade practice rules.

Complaints of alleged violation of the beauty and barber supply dealers trade practice rules have been called to the attention of the Department of Justice by Mr. Brokmeyer. They involved alcohol and its uses, with reference to which it was understood the Federal Trade Commission did not take jurisdiction.

Alcohol Transfer Raises Problems

(Continued from Page 224)

methanol for ethyl alcohol in the manufacture of paints, varnishes, antifreeze solutions, cosmetics, etc., would involve a serious hazard to the health of the people. Certain states in the Union have enacted laws prohibiting the use of methanol in all preparations intended for internal administration." (NOTE:—No methanol is used in toilet preparations.—Editor.)

Supreme Court Rules on Permits

In decisions announced before adjourning its term beginning October, 1929, the U. S. Supreme Court held that due process of law is required before basic permits under the prohibition law can be terminated. Such permits can not be revoked merely as a result of promulgation of Regulations No. 3 by the Prohibition Bureau several years ago, the court held in several cases involving the denaturing of alcohol and the use of specially denatured alcohol and of liquor in the manufacture, respectively, of toilet preparations and of medicines. These decisions were announced in two opinions by Justice Brandeis.

One opinion dealt with the case of Prohibition Commissioner Doran against Martin H. Casper, involving a permit to use specially denatured alcohol in making toilet preparations, and the cases of Maurice Campbell, prohibition administrator at New York, against W. H. Long & Co., Inc., and S. O. Wynne, Prohibition Administrator, against Swanson Chemical Corporation. The last two cases involved permits authorizing the operation of denaturing plants, the purchase and receipt of alcohol thereat, and the removal therefrom of the denatured alcohol. The other opinion disposed of the cases of Maurice Campbell against Galeno Chemical Co. and D. P. Paul & Co., Inc., which involved permits for using whiskey in making medicinals.

The permits in all these cases had been issued to remain in force until revoked by proper procedure under law and regulation. In 1927, Regulations No. 3 undertook to cancel all such permits by requiring permit holders to apply for renewal of their permits. The court holds that they could not be required to do so, and that their basic permits continue in effect.

Department to Evade Decision

However, this decision is something in the nature of a hollow shell, according to Department of Justice officials. The latter point out that while the court held that the basic permits in question could not be revoked by the procedure followed, there was nothing to prevent the Treasury Department from withholding alcohol or liquor from the permit holders whenever they are required to apply for new supplies at intervals of 90 days. By withholding such supplies, it is contended, the government can get the same result as it could by revoking the permit. At the same time, it is admitted that the department cannot merely withhold all supplies without giving an adequate reason. If the department believes the permittee has been violating the law or has no legitimate use for alcohol or liquor it can say so. It would then be up to the permittee to make a proper showing either to convince the department that it was entitled to supplies, or to obtain an order in court to compel prohibition officials to allow withdrawals of supplies for the permittee.

Quinlan Products Appear in New Dress

FOllowing closely upon the opening of the attractive, modernistic Kathleen Mary Quinlan salon in New York City, comes the redressing of the entire line of cosmetics in their new packages. The smart new modernistic containers for the entire line represent the successful application of modern art to a varied line composed of many different types of packages.

In designing the new containers, Ellwood Whiteney, art director of the J. Walter Thompson Company, New York City, carried out Miss Quinlan's idea of modernism combined with practicability in art. Modern not only are they in their fascinating cut, but in their steadiness of poise, an essential for jars and bottles in daily use on the dressing table. The bakelite caps were chosen not only because of their distinctive appearance, but because they are easily and rapidly removed and also because they offer greater protection against the evaporation of volatile substances.

The new color scheme is flame, black and opal, the black bakelite caps contrasting strikingly with the cloudy opal and sparkling crystal bodies. One item, the Persian muscle oil, boasts an unusual and very rich-looking container of mirror-black glass, set off with an effective silver and black label; another, the facial oil, comes in a green bottle that looks like a slab of jade. Miscellaneous items appear in attractive silver and flame cases. Three particularly smart additions to the line are a week-end kit containing all the necessary preparations for at least three days, a beauty case, and a travelling bag. This latter is carried out in rose, with a protective cover with zipper fastenings. It contains pockets with all the preparations requisite for a short trip as well as some additional pockets for any personal necessities, and considerable room for clothing.

Another very attractive ensemble is the eye-kit, similar to the week-end kit, but containing all the necessities for the eye make-up. These preparations are the ones in which Miss Quinlan first specialized when she had her small shop on Lexington avenue,

almost twenty-five years ago, and won the international reputation she now enjoys. They are now packaged in distinctive sapphire blue bottles and jars with silver caps and labels. We are not surprised that at the recent annual exhibit of the Art Directors' Club in New York City she received the award for merchandise.

Since that small beginning she has gradually added to her line until at the present time it includes as complete a treatment line as is available at any American beauty salon. The new salon, at 655 Fifth avenue, which was opened the early part of this year, complements the new packages and forms a most suitable and adequate background. The foyer is formal, with a decided air of dignity. Between silver leaf pilasters, gunmetal and crystal mirrors reflect the soft indirect lighting from the recessed ceiling. The floor is inlaid in a bold geometrical pattern of black, grey and white. This harmony of colors and lighting is carried out throughout the different rooms.



NEW
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SHOWING
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OF THE
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PRODUCTS

Suggestions for the Manufacturer

*Address by Miss Helen Martin, Delineator Beauty Institute,
New York, at the 1930 A.M.T.A.
Convention*

THERE have been during the past few months, I suppose, more questions about the stability of the industry than we have heard in a long, long time. I don't know how many people have talked with me about four things in particular and I think these may be of interest to all of you.

In the first place the question has been asked, how permanent is the cosmetic industry? We hear a great deal about bad business and people are losing sales and all that sort of thing, but that is not really true. I don't believe that there is any real depression in cosmetics now. Any falling off in sales, I think, is due rather to a trade situation more than anything on the part of the consumer, and I am talking as an outsider entirely because my interest is in the woman who buys cosmetics and most of the studies that we have made have been through her.

The first thing—how permanent is the industry? Well, the only thing I can say about that is that women have been using cosmetics for the last 5,000 years and nothing has been able to stop them. Religious reforms and social reforms may have slowed them down for a time but they have never stopped and as long as women are women I think they are going to use them.

Every woman wants to be more attractive than she is. That is an inherent desire. She found cosmetics one of the best methods to this end. She never found a good substitute for them. There isn't a woman in the world that doesn't know that all the brains in the world are an awfully poor substitute for a pretty face. So that the cosmetic business is not rocky in any sense of the word. In fact, there has never been a time when women wanted cosmetics more than they do now.

The second thing—can the cosmetic industry maintain its present rate of growth as an industry? In comparison with other big industries of the country, it isn't very much. We say we estimate that probably the value of products manufactured in 1930 will be around 230 million dollars. That is based on the rate of growth over the past ten or fifteen years, but the industry is important and interesting from the angle of increase. In 1914 the value of manufactured products was about 16 million dollars. In 1927 it was 161 million dollars. That is a growth of ten times. I don't know enough about other industries to know whether there is anything else that compares with that, but I have asked a great many people and no one has been able to tell me of anything else that has shown that rate in these years.

That is due to a great many things and it doesn't mean for a minute that we have reached a saturation point.

There were other things at work—the automobile,

the movies brought women together and brought them into public life, and always the best consumer of cosmetics is the woman who appears in public. For example, you will find that the best cosmetic centers are centers where there is a great deal of public life. You might call them cafe towns. Take San Francisco, New York, etc., where people appear in public, where they dine in public, you will find that women are much greater users of cosmetics than in towns where there is a great deal of home life, such as Boston and Philadelphia, which have always been slow in the cosmetic field compared with some of the others.

Cosmetics involved another thing and that was the complicated method of merchandising. These lines needed personal demonstration in the beginning to put them over; so that wholly new methods developed at that time and the character of the preparations themselves began to change. For example, there was a tendency to lighten creams right straight through; there was a tendency to elaborate. Shades and different textures of lipsticks and powders came in, a medium and a heavy weight and a light powder. The ramifications were enormous. These lines, many of them, contained from 50 to 150 items. You can see what that meant in selling and also what it meant in educating the market, but women had been using cosmetics and they were only too ready to eat this sort of thing alive.

There were two big factors in selling these lines. One was the method and the other was the person behind them. It came to the point where you didn't use just a preparation but you used a method in applying that preparation. That meant another type of promotion and educational work became necessary to put these lines over. You couldn't come out with just a cream and say, "Here is a good cold cream." That didn't do. You had to have a real story behind it. It meant very definite change in names, for example. At one time cold cream was the cream in the country, and still is. I don't mean to say there isn't a tremendous market for it. But with specialization they found that they had to change the names of things. So that if a woman wanted a cleansing cream, the cream was to be called a cleansing cream and they began using much more informative names on preparations, tissue creams, mild astringents, etc. The names themselves gave the information, because it was too difficult if the name didn't tell the story of the preparation to educate women on a whole line. This tendency in the creams themselves is an important thing. It reacted on the market as a whole. You find the beauty lines made headway from 1924 to '27. There was a great jump in sales then. If you take the figures on cosmetics you will find that face powders, face creams and rouges showed the greatest percentage of increase from 1925 to 1927, very much

greater than dentifrices or hair preparations or things of that type. No sooner did the specialization come into the creams and the basic preparations than it got into face powders and rouges. From that time on there was a problem in merchandising all those things that too many people overlooked.

I will talk about the fashion elements in cosmetics in just a minute, but first I want to get over the idea of the necessity for watching the form and character of your preparations. Anybody can make the most perfect laboratory product. That doesn't mean that you can sell it. That isn't the thing that sells today. You must know the market, what it wants and what the tendencies and trends are. They want a light-weight preparation and there are several real causes for that.

With the dry skin came in this demand for oily tissue creams, a certain type of fattening cream. The biggest volume of business is done on the cleansing creams and in the salons today the backbone of that business is on the corrective or remedial preparations still. You see all of the beauty specialist lines aim to teach women to take cosmetics seriously. They look upon that as a scientific thing. They have a regular background of ritual that they follow and unless they can get that over a line only sells insofar as it has confidence, the confidence of a woman in the method behind it. This has forced, of course, a great many lines on the market to add products to their lines. One of the problems today is how far can a line go that has a treatment background without demonstration and without the salon behind it to explain its method? It is the method as well as the preparation that sells.

As to the advisability of selling through salons and demonstration, that is a mooted question. Nobody knows. I don't think that the machinery that is set up to sell the treatment line is profitable from a certain angle. It certainly isn't in its own right. A salon is set up as an advertising background to create the atmosphere and an exclusive feeling and to do the educational work for those lines, but the idea has gone so far down that the small-town woman today is tremendously interested in them. Whether she uses them or not she will write in to you and ask you, "Should I use this line? I think I would rather have a line that is sponsored by so and so that has a lot of different preparations in it."

About 1927 or '28 another element made itself felt in cosmetics, which has always existed, and that is the fashion element. Any manufacturer today of face powder, lipstick, eye make-up, nail preparations, who doesn't take into account the style element in cosmetics is running a great risk. You are just pushing water uphill if you go against the tendencies that exist now. This trend toward lighter preparations has affected face powders terribly. Today the best selling face powders are medium or light weight or what women think are medium or light weight. The heavy ones are going by the board. Heavy creams are going by the board, heavy preparations right straight through.

This fashion element you felt very much in the sun-tan vogue last year. While that in itself was a failure and a fad, the aftermath of that is still with us. It has changed the shade. For example, there

had been a tendency toward more natural skin tones in make-up. At one time flesh and natural, which were the big selling shades throughout the country, I think must have averaged 70 per cent of the volume from what I am told. Today that isn't true. There has been a marked tendency toward peach tones. The straight sun-tan tone has gone. Always remember that women are ready to take up a new fad or a new fancy. You find now eye-make-up in all colors. For example, you ask what fashion will do in cosmetics. Well, the off-the-face hat means more eye make-up for anybody who is alive. Short sleeves this summer will probably mean a greater consumption of hand and arm preparations. There are any number of ways in which the cosmetic manufacturer should take account of the fashion and style element.

There are two or three things that anybody going into the cosmetic business should remember today. First is that you must have the preparation. That sounds very trite, but because of the small investment that is necessary to go into this business it has attracted innumerable manufacturers in the last four or five years. So often people think that all there is to make a cream is throwing a few oils and fats together and putting a label on the jar. That is not true. There is a great art to it and you see only too many products coming on the market that don't stand up six months on the dealers' shelves. I don't mean by that you have to make a perfect product, because nobody does that, but at least it must be as good as the average that is distributed throughout the country or you haven't a chance; you are wasting your money if you do that.

The next thing to consider is the position of the manufacturer in the field. Perfumers on the whole have not been tremendously successful in selling creams and remedial preparations and only recently have the manufacturers of creams in that type of preparation been successful in selling straight cosmetics. Perfumes, powders, rouges, etc., have gone together. The cream end of the business has really been controlled by a different set of manufacturers entirely. I don't know how you can explain that except that odor was a tremendously important thing in selling powders at one time and also in selling make-up.

Another mistake is to package in such a way that your package is likely to be out-dated. For example, illustrations of people on labels and that sort of thing is sometimes fatal because your package is out of date probably in a year or two. That isn't true at all in face powders, rouges, lipsticks, etc., because there the package is a factor in selling and you know that you have to change in a few years' time so you can afford to do a wholly different thing in its packaging.

Another thing—be careful about prejudices that exist, for instance creams put up in metal. Women won't buy creams in metal unless some educational work is done.

Another thing—the tendencies that are taking place so far as dry skins are concerned. You will find there is an increase generally reported to you in cream rouges. They have found that powder rouges are a little bit drying to use continuously. That doesn't mean that the market should go off. The average woman should be taught to use two rouges. A cream

rouge for the base and a powder rouge for the day. There are plenty of ways to solve these problems but study the needs of the consumer and where you are going to get her on the product; what she wants.

Those are all problems that I think you have to face in the next three or four years in this business. I think that women will still continue to buy cosmetics at a greater rate than ever before. The whole problem has been in the past there has been too much propaganda and too little educational work. The minute a woman knows enough about cosmetics, she will use more and more. You never have to sell her on the idea of using them. That is there and you can't stop it. But you do have to give her a reason why she should use this instead of that.

Discussion of Paper

PRESIDENT HANDY: Miss Martin has kindly consented to answer questions and I am sure that we ought to avail ourselves of this opportunity of getting her point of view on some of your own specific problems. I would like to take a few minutes now; so the remarks of Miss Martin are now open for discussion.

C. M. BAKER: Miss Martin, from your contact with so many women consumers, do you feel that most of them still think that face creams are apt to grow hair or is that forgotten, or is it still necessary for manufacturers to put on their labels and in their advertising material a statement to the effect that these creams will not grow hair?

MISS MARTIN: I don't think it is. I think the present generation knows very little about that. They have become so accustomed to using creams to raise that point with them is really a mistake. I think they use creams and creams. Of course, you still hear people say, "Does it have any animal fat?" "Is this a vegetable oil rather than an animal oil?" With the older generation I think that idea is in the background but it is not a factor at all today.

A. L. VAN AMERINGEN: Don't you think the price trend is increasing considerably on cosmetics? A woman wants a higher priced rather than a lower priced preparation.

MISS MARTIN: Yes, I do. I think that whereas five to ten years ago 25 cents was an average price for a cream, today a dollar is a popular price and there is no doubt about it but price does sell certain cosmetics. If you price your line too low, you have destroyed confidence right there.

NORTHAM WARREN: I would like to ask Miss Martin a question. She has had an opportunity to watch the trends of the toilet goods business better than any other woman that we know of and she has addressed this convention before. I think most of the observers have told us that our packaging up to recently at least has been way behind the times, has been more or less old-fashioned, and it is only in recent years that we have made any progress along that line. I would like to ask Miss Martin if she notices any change in the last year or two in the packaging of the American lines and whether it is for the better or for the worse.

MISS MARTIN: Yes, I have noticed a difference and in my opinion it is for the better. I think that the packages are much simpler than they have been. They are depending now more upon line and form than upon stunts to get attention and I think that a

package that depends upon its shape and the feeling of the package is a much sounder thing, as a whole, than a package that depends upon a trick to get display. I think the packages will live much longer. I think the use of color is better. I might say that I don't believe in what is called a modernistic package. I think the minute you do that and get anything that is bizarre, a woman tires of it very quickly.

For example, you take the vogue for Russian art and that sort of thing that came in here a few years ago. It swept the country by storm because of the great masses of color that were presented and the bizarre effects that you got, but it didn't take very long for that to wear off.

Women tire of a thing that is tremendously obvious and stony. They will fall for it the first time but remember that cosmetics are kept months at a time; they appear on the dressing table or in the bathroom day after day and if you have a package that hits you in the eye every time you go into the room, you soon tire of it.

One thing that I should have mentioned is making your package practical. In jars, a woman must have a jar that is a practical jar to use. So often a jar is absolutely impractical. They can't get their fingers to the bottom to use up the preparation. Another thing, a woman doesn't like too much glass in connection with cosmetics. A cream melts on a dealer's shelf under electric lights and when it solidifies again it crystallizes a little and the woman takes it for glass or grit and if you have a glass package with a cream that does that, you run quite a risk. I know where a package was changed on that account.

Your package must have a wide enough mouth. So many foreign products that come over here are so shaped that you can't get your fingers into the jars to use it all. All of those things have a great deal to do with your product after the woman gets it into her hand. You can get women to buy lots of things the first time. The problem is to get them to repeat on it. The package has that much influence that it should be practical from every angle.

I do think we have been tremendously behind in packaging in this country, but I think now that we are making very rapid strides. Of course we don't package here with the finesse that the French manufacturers do. How influential that is with women, though, is again a mooted question. The higher priced creams are nearly all packaged in stock jars very simply done with not an extra flourish on them.

When it comes to perfumes, that is a different matter. A woman will very often pay for a charming bottle. I know of one line on the market which is very nicely packaged and the jars extremely interesting, and in working behind the counter I have had women come to me and say, "Could you get a refill for that? I have three of those jars at home and I hate to pay for another jar. Can't you get me some of that cream?" The minute she begins to say that you want to think about it. The material in your package can be original providing it doesn't look expensive. I know that some of these black glass jars are not considered tremendously expensive by women. If they were it would be a handicap.

DR. M. T. BOGERT: Is there any gain on the part of the American product as against the foreign product?

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MISS MARTIN: In certain fields, I don't think there is in perfumes. Where I do see it is in face powder. I think that the American manufacturer is stepping in line on face powder. I know of two or three lines that have increased their face powder sales considerably and you will find that the beauty specialist lines are doing a much bigger business in face powder today than five years ago. In a few cases their sales amount to real volume. Unquestionably the market is still controlled by the French, that is the biggest volume of it, but in perfumes I don't see any swinging toward American perfumes whatever. I think the tendency to buy French lines is just as strong as ever. In fact it is a little bit stronger and that market, I think, went through a very interesting phase a year or two ago when the stores began to crack the bottles. You see originally women hated to pay fifteen or twenty dollars for an imported perfume. Then came the smaller sizes, the quarter ounce bottles which, of course, was the opening wedge. They learned they could buy expensive perfumes in smaller quantities. Then they went a little further and they demanded small quantities of the manufacturers who didn't put out small sizes. So a great many of the stores in the country began cracking the original bottle and it is very interesting as you watch women in working behind the counter say, "How much can I get of that?" (Pointing to something.) How much in money? What is the least quantity my money can buy?" Try to take it out of a bulk bottle and see what happens. "Pour it out of that, that is the original bottle." They are very fussy about that, but the minute they found they could do that the consumption of expensive perfumes increased enormously and it evened out sales peaks. Formerly I know that in a great many stores 60 per cent of the perfume business of the year was done in the toilet goods department. That is not true today. You go in the stores, for instance take Hudson's in Detroit, watch the perfumes that are sold there on any Saturday afternoon.

Another thing in cosmetics, remember that income is no index of purchasing power. Women spend out of all proportion for cosmetics. If anybody doesn't believe that go into any factory or into shops or offices and look at the type of person who is spending two dollars for face powder and a dollar for creams. It is an insidious thing, you know.

DR. BOGERT: Will you be good enough to give us some further points as to what direction the American manufacturer might hope to overcome this competition? Are there any other directions in which they might work?

MISS MARTIN: On creams, of course, the American manufacturer is way ahead of the French manufacturer. In the perfume side, I wish I knew. I will tell you what I think. I think time plays a tremendous part in these things. At one time in this country there was no question but what the best perfumes came from France, but I think that came to be accepted; people believed that; and over a period of years and years France has built up that reputation, plus the idea that the thing was imported. You must remember that women are tremendous snobs. There was a time when the word "imported" was a magic word. All you had to do was put "imported" on anything and ten times the price.

Another thing, I think they knew how to merchandise perfumes better than American manufacturers. They didn't make the mistake of explaining anything about a perfume. They simply came out and said, "It is \$40 an ounce," and the whole method of presentation was one in which there was no argument; you were swept off your feet. They didn't come out and say, "This was made like so and so." When it comes to perfumes the psychology is entirely different. You don't care how a perfume is made. You are not using it for that purpose at all. It is the mystery and the romance and the minute you begin to tell women about all this, you have lost ground.

Another thing, everybody has to admit women have no standard of values. I have seen perfume tests made with imported perfumes and the cheapest kinds of American perfumes which imitated the odor. I have seen it made with women who used expensive perfumes and they couldn't tell the difference; they didn't know.

Style is a tremendous thing.

Now, again, in the perfume business, though, you would get these cycles. For example, the very heavy odors are not as popular here now as they were a few years ago and style is a drastic thing in perfume because the minute a perfume becomes too popular it is dead and it is almost impossible to bring it out. You must bring out a new model almost every year or two in the expensive perfume line. You can't afford to have too many and you can't have too few or they think you haven't a wide enough selection. It is just like the dress-making business. The French house that makes gowns that you pay three or four hundred dollars for shows so and so and has a new model each year. It is the name of the house that sells it and the models must follow. You can't tell. I don't know how anybody ever predicts when an odor is going to be popular and when it isn't because some of the odors that manufacturers have expected to be big flops have been their great successes. You can control the technical side but you can't control the popularity of an odor and I don't know how you can predict it. You can follow tendencies and trends. For instance, take some of the odors that have been sensational in the country, watch what they did. The minute they got to the top you had to be careful because they were likely to drop that fashion. Take Black Narcissus; everybody in the world had what was called a Narcisse perfume in some of the cheap department stores. The word just went. Then there are certain names that mean a great deal to women. Jasmin and gardenia have tremendous style appeal. Violet, rose and all that kind of thing have the same thing, but there is a certain mystery and the average woman thinks that a gardenia perfume or a jasmin perfume is a little swankier and she is a little proud of the fact that she uses it.

I think that the American manufacturer, to compete with the French in the first-class package, will have to do packaging as well, aside from making as good a product. Personally, I don't know whether the oils in this country are any better than the oils they have in France. I don't know how much difference it makes, but I know that the feeling about it is so powerful that it is going to take years to break it down.

There is one thing that is happening here now and

that is that the news is spreading among women that so many lines are not made in this country. Competitors use that argument. Very often, however, they are really made over here after all. Occasionally you will find women saying, "Is this imported in the package or is this mixed over here?" They don't know what that means. The sale of perfumes in the past few years, though, hasn't shown anything like the increase that some of the other items of cosmetics have. I think it is fatal, because of the inferiority complex that a great many American women have had about style over the past few years, to advertise American clothes or American perfumes or anything of that kind to the American women. They don't accept that. American creams, yes, but nobody has ever made creams for this market that have taken the way the American creams have. The French creams are made on formulas. They don't stand up in this country as well as our creams do. It is a strange thing when you take all of these lines, there are any number of imported creams that have been put out here and haven't met the needs of the American market. Women don't want creams of that character and you can't force them. They haven't studied the consumer point of view enough. On face powders, though, there is your swing.

I don't see why it isn't possible for the American manufacturers today to compete with French lines on perfumes just as he has on face powders, because ten years ago the reputation of a French powder had much better standing than the American and that is not so today.

MR. VAN AMERINGEN: I would like to ask Miss Martin whether she thinks action on the part of manufacturers in this country would help in the long run to overcome that strong feeling against American perfumes or whether she would consider that a hopeless job. That is a point that has been before the association several times and there was quite a difference of opinion among the manufacturers themselves.

MISS MARTIN: Do you mean by that if they tried to educate the public, that is talk direct to the women and tell them that American perfumes are just as good? Well, it would certainly have to be done by very indirect propaganda. The minute you tried it you would turn a woman just as quickly. Perfumes are sold so much by suggestion rather than by claims and I think that any action on the part of American manufacturers emphasizing the fact that we are making as good perfumes as imported ones would have the tendency of making women say "No," and she will want the other that much more. I think it has to be educational work of a very high order.

C. S. WELCH: Miss Martin, do you not believe that is what has happened in other industries—you take the French silk industry, years ago a woman wanting silk looked for an imported material; she wasn't satisfied with domestic material; today the names famous in silk supposedly originating in France or England or other countries are actually American manufacturers without the American woman being aware of it or being concerned about it.

MISS MARTIN: But she thinks that it is imported.

MR. WELCH: She doesn't care.

MISS MARTIN: If it were called to her attention she would care, but if you keep quiet about it and

don't stir it up she doesn't care, but I think the time will come in perfume when the American manufacturers will lead but I don't think it is an overnight thing, if he makes the progress that he has in other lines. He is not going to do it without a great deal of struggle.

It is the same old problem of this snob appeal. The average woman is a great snob. You must remember that in her standards of testing, she has no way of knowing whether a perfume is really a good odor or not. You take an odor like Black Narcissus. I was amazed to watch the people who bought that. I happened to be in a store in Chicago. They had a special sale on this and every sort and type of person came and asked about this perfume. "That is so and so and it costs so much." I have heard women say, "Why I don't use that," and buy the bottle before they left. They couldn't get away from the fact that it cost money and it was right and therefore they were wrong and they were willing to accept it. They don't know how to judge values.

There is another thing in this business that is interesting and that is how fast a high-class line should grow. I have had a good many people discuss that lately. If you have a high-priced line can you afford to throw it on the market quickly and expand overnight? Do you do it at the sacrifice of the exclusive atmosphere that you ought to create around and what happens afterwards? Personally, I believe that a high-class line can expand too rapidly. I think you can put it on the market and get your money but the minute you loosen that pressure, the minute you relieve it a little bit, your line is going to slip back. I think that expansion should run neck and neck with the atmosphere and exclusive idea and prestige appeal that you must put behind that line. Prestige that is gained by weight of money alone overnight is not very solid.

I think another thing, too many manufacturers in this country are in too much of a hurry. They put a line out and expect to roll up a volume the next year and suddenly something happens. You don't realize what happened behind the scenes that you knew nothing about. You take the beauty specialist lines that came into their own in 1922; for 15 years before that these women had gone building a reputation, they had set up this elaborate machinery for prestige behind their line which they cashed in on when they threw it open to the public. All of that building was of much more value than you think it was in creating confidence and the feeling that women had—this is somebody who did this and worked for years and years and perfected this thing. It was a work of art for them. That has been a very valuable thing.

There is too much imitation in the field now. What we need is more creative effort.

MR. BAKER: I don't know when we have had a talk here which has been as full of interest and as full of good real helpful suggestion and logic as Miss Martin's. This has certainly been indicated by the close attention that has been given to everything she has said and to the number of questions that has been asked her. As an only too inadequate expression of our gratitude and appreciation, I suggest a rising vote of thanks.

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Now Comes the "Ten Cent Table"

*A Drug Store Innovation Which Raises
Some Important Questions*

by Leroy Fairman

BACK in the days when the Nineteenth Century was just beginning to taper to its end, somebody evolved the idea of a "Ten Cent Table," and it became quite the rage in all sorts of stores all over the country.

Even the little general stores in towns far from a railroad fell into line, set a table out in the middle of the floor, and covered it with household utilities, such as tin ware, dishes and the multitude of little things then called "notions."

Just to prove that there is nothing new under the sun, the "Ten Cent Table" is now staging a comeback, and its revival is creating a good deal of gossip and argument, pro and con.

It is said, on what seems to be good authority, that over 5,000 drug stores have installed Ten Cent Tables, that many of them report excellent sales, and that the idea is spreading all over the country.

Drug Topics, in its May issue, devotes a large amount of space to this new movement, and while impartially presenting both sides of the question and abstaining from taking an editorial position on either side, obviously feels that the development is one of importance and likely to go far.

Most of the opinions gathered by *Drug Topics* are those of retailers and the officials of retail organizations; few manufacturers are quoted.

A compilation of the merchandise already offered on the Ten Cent Tables of retail druggists totals 447 items, with many being added from week to week. Many manufacturers are after this business hot foot, we are told, and quite a number are devoting their advertising space in the retail drug journals solely to the goods which they offer in 10 cent packages.

Among the goods already on sale on Ten Cent Tables are the following toilet articles:

| | |
|---------------------|----|
| Tooth Pastes..... | 11 |
| Mouth Washes..... | 3 |
| Shaving Creams..... | 2 |
| Soaps..... | 10 |
| Shampoos..... | 11 |
| Facial Creams..... | 18 |
| Skin Lotions..... | 10 |
| Toilet Powders..... | 8 |
| Hair Dressings..... | 8 |
| Lipsticks..... | 3 |
| Rouges..... | 3 |
| Face Powders..... | 5 |
| Perfumes..... | 4 |
| Hand Creams..... | 2 |
| Deodorants..... | 2 |
| Depilatory..... | 1 |

Here, it seems, is a new



type of outlet, through which a large amount of merchandise may possibly flow. As an indication of the potentialities of the ten cent package of toilet products, it is pointed out that in 1929 Woolworth's sold 18,000,000 ten cent tubes of a certain tooth paste, 7,000,000 jars of a nationally advertised skin lotion, and 4,000,000 jars of a well known hand cream.

Let us concede the fact that the druggist may be able to sell a large amount of merchandise through the medium of the Ten Cent Table, and that, for a time at least, the innovation will bring quite a number of people into his store who would otherwise go to the established variety

of "5-and-10" stores for small items which they can now more conveniently pick up at the drug store. It seems logical, too, that this new business will include a considerable amount of toiletries; the "5-and-10s" have already proved that the small packages of toilet articles are popular, and it is quite likely that a great many women who would never walk into a drug store and ask for a 10 cent package of face cream would pick up such an item from a table without hesitation.

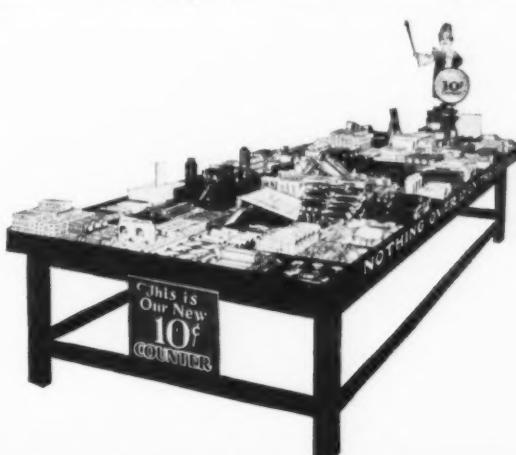
What we are chiefly interested in, of course, is the position which the manufacturer of toiletries should take with respect to this new development. Should he put up—if he is not already doing so—a 10 cent package, and get after his share of this new type of business, or should he let it severely alone?

The manufacturers who have put up small packages of their products for sale in the established "5-and-10" stores have had no cause, so far as I have heard, to

regret doing so. They have not found that it has cheapened their products in the eyes of the public. Whether it would cheapen lines of supposedly exceptionally high quality—goods which are expensively packed and swankily advertised—is another matter.

It is possible, that there is a wide difference between offering a 10 cent package in Woolworth's and placing the same item on sale in drug stores.

My observation has been to the effect that women have regarded the of-



A "TEN CENT TABLE" AT SAMUELS' IN NEWARK.

ferring of dime packages of their favorite toiletries at regular "5-and-10" stores as a kindly gesture on the part of the manufacturer—an additional service rendered for their convenience.

All sorts of women now patronize these stores, and are not at all backward about admitting it. Women of wealth and position drop in at the "5-and-10" for small items of all kinds of merchandise. They say, frankly, that they get more for their money, and can shop more quickly and find what they want more conveniently than in the big department stores. Among other things, they pick up the little packages of toiletries. They buy them for several reasons—because they remember that they are "out" of the product, and it isn't convenient to stop somewhere else at the moment for a full size package—because they're going away for a week-end trip, and the little packages are wonderfully convenient to pack and carry—or because a guest is coming, and the small boxes and bottles are "nice" to leave in the medicine closet or on the guest room dressing table.

In buying the dime packages for such purposes the purchaser regards them merely as conveniences, and mentally thanks the manufacturer for his thoughtfulness in making the tiny packages available. Their contents are used only as stop-gaps; the 10 cent sizes do not in any manner take the place of, interfere with, or postpone the purchase of the full size packages.

But, in my opinion, the selling of these little convenience packages at the "5-and-10" is an altogether different matter from placing them on a Ten Cent Table in a drug store—along with wash cloths, shoe polish, wooden toothpicks, laxatives, toilet paper, and 400 other miscellaneous items.

The drug store is the logical and accepted outlet for toilet articles, while the "5-and-10" is not. The consumer goes to the drug store for her regular supply of perfumes and cosmetics. What will be her feeling with relation to a product for which she has been paying—or is ready to pay—fifty cents, a dollar, or more, if she sees it conspicuously displayed on a Ten Cent Table along with a big display of heterogenous and none too inviting merchandise?

It seems to me that the product must inevitably take a big drop in the esteem of the consumer, rich or poor, refined or otherwise. I believe that in most cases she will change her mind on the way from the Ten Cent Table to the toilet counter, and that somebody will lose a customer right then and there.

Anything which will tend to cheapen any line of toiletries is, in my estimation, not only a bad thing for that line but for the industry as a whole. What the business needs is elevation, not cheapening. Prices ought to be raised, not lowered.

I do not mean by this that the public ought to be overcharged; rather that qualities ought to be bettered, packaging ought to be improved and more and better advertising done.

The public is willing to pay for all these things. It may sound far-fetched to say that the consumer will cheerfully pay for expensive advertising, but I don't think it is. Don't you think that a woman takes pride in the fact that her favorite creams or perfumes are gorgeously advertised in full pages in the most pretentious magazines? Doesn't her ego swell a little

every time she sees one of the advertisements? If you told her that such advertising raised the price of the product a few cents, wouldn't her reply be, "Well, what of it?"

The world—especially the feminine portion of it—grows more swanky every year; more fond of beautiful, luxurious, costly things, and more willing to pay the price for them.

The toiletries industry is beginning thoroughly to realize this. I note that at the recent Annual Exhibition of the Art Director's Club, the Award for Merchandise was given to the Kathleen Mary Quinlan line of toilet products, with first honorable mention to Richard Hudnut. That is certainly fine!

I don't know very much about the Kathleen Mary Quinlan line; perhaps there are many lines in the trade that—at least in their owners' estimation—are superior in quality. Be that as it may. I note that the Quinlan line, in its handsome new packages, stops the women wherever it is shown in a window. It stops me, critical as I am in such matters. Yet it is not exceptionally expensively packaged; simply a fine example of good taste.

This business certainly does move. Strange as it may seem, it was only a few years ago that the staid old timers openly sneered at the flossy modern packages, and grew purple in the face at the suggestion that they would do well to modernize and beautify their own containers and their advertising.

Many of these have yielded to the trend of the times and stepped out in new packages of artistic design and attractive coloring; those who still insist that it would be ruinous to change the dear old standbys of Civil War days must feel lonesome! One wonders what they think of the upstarts that have barged boldly into the business during the past few years, with complete lines of toiletries, uniformly packaged in the ultra modern manner. No matter what they think, these upstarts are surely making long strides to the front.

The Ten Cent Table, I should think, would fail to appeal to the manufacturer who puts up his products in expensive containers. You can't retail a very handsome package for a dime, no matter what you put in it, and making a cheap package especially for the 10 cent size seems like taking a backward step that would be injurious to the prestige of the whole line.

Of course the individual manufacturer must decide this question for himself, and nobody can call him to account if he decides that this dime business is worth going after. At the same time, I feel that no good will come to the industry as a whole, if any considerable number of manufacturers begin to make the miniature packages and compete for the 10 cent business in the drug stores.

Those who already are selling 10 cent packages through Woolworth's and other general "5-and-10" stores can't very well refuse to market the same goods through the drug store if the druggist wants them; but in the end perhaps they will regret ever going after this particular kind of business.

Millions of women buy certain brands of toiletries because they like them well enough and have formed

(Continued on Page 236)

Factory Management in Cosmetic Industry

A Discussion of Wage Payments and New Systems for Such Work

by C. F. Peehl

SCIENTIFIC management had its greatest impetus during the war. All industries have some form of scientific management and have found it not only a financial success but also a success from a workman's point of view. The various problems that are faced by the management will be discussed with plans and ideas that can readily be adopted. Special attention will be given to the small plant of 50 to 500 men.

The "Human Element" that enters into a business is the most important problem that the manager has to face. To the employer this problem is very important as it is generally a variable factor in the cost of an article. If this part of the cost can be reduced 25% or even 100%, the management becomes very interested. It is now being done by scientific methods. Reducing the labor cost of an article does not mean you reduce the wages of the worker. In most cases, it will mean increasing the wages of the worker.

To the worker, wages are of prime importance. All workers are interested in fair wages, fair working hours, and good working conditions. With low wages, there will be discontent, poor workmanship and frequent changes in help.

Scientific management is the solution of the labor problem. When adopted, it is natural for the owners and managers to be enthusiastic. This enthusiasm will not be shared by the worker as he does not know what it is all about. You will find him in a very skeptical frame of mind.

Unless there is a plan adopted where both the worker and owner will profit by the result, the new plan will not prove successful. The benefit to the worker must be permanent.

You can expect the workers' attitude will change as the system is perfected. At first you must thoroughly sell the idea to the foremen. The workers look up to their foreman as their boss and generally whatever reaction he has to a new system will be taken by the worker. Then the plan should be sold to an efficient operator, group of operators and finally the department. It is very surprising to note that once you have perfected your new scientific wage plan, the workers will constantly watch the setting of rates on all new jobs and even demand these rates before starting a job.

Just what your new plan for wage payment should be must be carefully considered. Each factory has its own problem, depending upon the size, type of labor, article manufactured, and management. It is interesting to note the various wage payment plans that have been in existence and to note their development.

Older Wage Plans

1. Day rate.
2. Piece rate.
3. Departmental Bonus.
4. Profit Sharing.
5. Carnegie's Plan.
6. Bethlehem Company.
7. Sliding Scale.

The day rate is the oldest system. The workman receives his wages as a rate per hour, day, week or month. This system does not take into account a man's efficiency, except in case of inefficiency the man would necessarily be discharged, and in cases of efficiency the man will be promoted. All productive efforts in a plant paying this method is left to the foreman. It is up to him to select the right man for each job, to constantly watch over him to produce sufficient work and careful work. This type of foreman must use driving tactics.

This method of payment is absolutely necessary in cases where very careful work is required and where a workman will express his craftsmanship. In most cases there are definite disadvantages such as:

1. It does not link up the time it takes for a job with the output. This accordingly does not give the workman an inducement to become efficient.
2. There is no inducement for the worker to devise new methods of manufacture, to watch his equipment and tools and to increase production.

The piece rate is considered as the first departure from the standard day rate method. This method is to average the previous performance as so many pieces per day and to average the wages earned previously. The standard is then set for payment. This method of payment is left entirely to the judgment of the person fixing the rate.

Departmental Bonus system was devised in England. This was arranged by establishing definite output for a department. If the department exceeds this output after a period of a month or year, a bonus would be given to the entire department. The money is then divided equally with all the employees who shared in the work of the department.

Profit sharing plan does not come exactly under the class of wage payments. This is handled by calculating the profits for a period after deducting all expenses. The profit is then equally distributed in some cases to the employees on the basis of their wages. Of course, those employees who have not been with the concern for over a year will not participate. Some distribute the profit in the form of stock-purchasing privilege. You are then able to buy so many shares of stock according to length of service and your wages. The company will in some cases give you the same number of shares as you buy.

The Carnegie plan was devised to give an incentive to young men in the firm who had unusual ability. He allowed certain men who proved their worth to invest their money in the business, receiving a small percentage in the firm. Whatever surplus in



the business was then to be charged to their account.

The Bethlehem Company plan was a form of bonus which was applied to the executives only. They received these profits for various reasons such as sales, departmental efficiency, etc.

The Sliding Scale was a method whereby the wages varied according to the market of the raw material, or in some cases on the index of the cost of living in a community. This method is mostly to the advantage of the employer. He knows what his labor will be, he eliminates labor disputes, and gives a copartnership feeling between employees and employer.

New Wage Plan

The newer wage plans based on scientific management has its origin in Frederick W. Taylor. He devised the four general steps that are taken in setting rates on all jobs: research, setting standards, planning of work and maintenance of standards. Some of these new wage plans are:

1. Piece work with guaranteed time wage, 2. Halsey plan, 3. Halsey-Weir plan, 4. Rowan plan, 5. Taylor plan, 6. Gantt plan, 7. Emerson plan, 8. Bedaux plan.

All premium systems on wage payments originated in America. They guarantee a definite wage earning to the employee and, whatever time was saved on a job, was divided in some proportion between the employer and employee. With the straight piece work with guarantee of wages, the employee has all the advantages. The employer must pay for the extra cost of low production. The worker receives all the benefit. This plan was very popular with them.

The Halsey plan sets a definite time for a given task. This was established from previous records of output and experience. Day work pay is guaranteed to the worker. If worker finishes the task in less time than he is allowed he would share in proportion to the time saved. For example, if a job is given a six hour rate and the worker finished the job in four hours, he saves two hours. His pay will be

| | | |
|-------------------|--------|----------|
| $6 \times .50$ | equals | 3.00 |
| $1/3 \times 1.00$ | equal | .33 1/3 |
| Total | | 3.33 1/3 |

Halsey originally allowed the workman to share 1/3 on the money saved. The Halsey-Weir plan was later adopted which allowed 1/2 or 50%.

As in the case of the Halsey the Rowan plan guaranteed to the worker a day's wages even though he did not live up to the standard. The worker's hourly rate was increased in the same proportion as the time saved. This plan is rather difficult for calculation and has not proved very popular. It has one great advantage in that it gives extra pay in the same relation to the time taken as the time saved bears to the task rate.

Frederick W. Taylor introduced his plan in the plant of Midvale Steel Company at Philadelphia, Pa., in 1884. This plan is known as the differential piece rate. For a low performance a worker receives a low rate and for a high performance a worker receives a much higher rate. Its plan was to force the worker to become efficient. The standard was set by time and motion study. The plan works out as follows:

A standard is set for 100 pieces per day, the rate is

then set for six cents per piece from 1 to 99 and eight cents per piece from 100 up. The reaction is for the worker to strive to reach the standard of 100 per day.

The Gantt plan has been described as a "task work with a bonus." This plan allowed a guaranteed hourly rate plus a bonus after the standard has been reached. The bonus varied from 20 to 50%. An example of this payment plan is as follows:

A task rate of 6 hours for a job is set. The worker completed the job in 8 hours. His wages are $8 \times .50$ equals \$4.00 or \$4.00 per day or a 50 cents hourly rate. If the job is finished in 6 hours he will receive

$$\begin{array}{l} 6 \times .50 \text{ equals } 3.00 \\ \text{plus bonus of } 20\% \quad 1/5 \text{ of } 3.00 \text{ equals } .60 \end{array}$$

Total \$3.60 hourly rate, or 60 cents.

If the job is finished in 4 hours he will receive

$$\begin{array}{l} 6 \times .50 \text{ equals } 3.00 \\ \text{plus } 1/5 \text{ of } 3.00 \text{ equals } .60 \end{array}$$

Total 3.60

Hourly rate 90 cents.

The Emerson plan started off like the previous two plans by having the shop conditions standardized, that is, all equipment in the plant to be in good condition and accurate time studies to be taken on the job to establish the rate. It guarantees a day rate to the worker. The theory of this plan is that a worker is two-thirds efficient. No bonus is paid until the worker reaches the two-third standard. After this point the bonus is paid; such as extra 2.0 per cent at 70 per cent efficiency, 3.3 per cent at 80 per cent efficiency, 10 per cent at 90 per cent efficiency.

A Bedaux system of wage payment started at the Swift Plant in Chicago. The basis of the plan is the standard unit of measurement for human labor, designated by letter B. It represents the amount of unit labor you can expect in unit of time of one minute. The object of the plan is:

1. To provide a standard unit for control of production and cost.
2. To provide an incentive for labor and foreman to produce more, increase earnings and reduce waste.

If it takes 10 minutes as a total time for all operations or elements of one job, this job is given 10 B's. The worker can then do 6 pieces every hour. The amount of money each B represents will depend upon what the management wants the worker to earn.

(To be Continued)

The "Ten Cent Table"

(Continued from Page 234)

the habit of buying them. Anything which lowers the prestige of these toiletries will, in many cases, send them experimenting with other lines. The casual picking up, from the 10 cent table, of such products as catch the eye, will unsettle the buying habits of the consumer, and cause her to feel much less inclined to stick by one line of goods as has been her custom.

Of course, someone's misfortune is someone's else good fortune; but the unsettlement of buying habits and the fostering of haphazard selection from Ten Cent Tables cannot, in my opinion, be a good thing for the industry.

In the Valley of the Roses

by Dr. Ernest S. Guenther,
Chief Research Chemist,
Fritzsche Brothers, Inc., New York

IT was 2:30 in the morning, a disagreeable hour to get off a train. Slowly the Orient Express pulled into the station and I descended alone into the sombre and badly illumined hall filled with the traveling baggage of poor people. A few doubtful figures in strange dress and high brown fur turbans were hanging around or soundly asleep on the hard benches along the darkened walls which were covered with big timetables. There was no one to greet me and there I was standing without ability to speak Bulgarian and without Bulgarian money.

An old buggy came along, squeaking, shaking and rattling and carried my cameras, myself and the suit cases through dark, deserted, cobble-stoned streets and the sharp sound of the clanging hoofs of the horse seemed to resound from every gloomy corner of the empty streets. Finally we halted in front of one of the low buildings; it was the best hotel in town. I rang the door bell and after ten minutes a half-dressed sleepy and dozing "concierge" opened the door and talked to me in German and with a strong Hungarian accent. He put me up in the best available room of the hotel.

The rest of the night I spent alert for vermin but was about to give up and fall asleep when suddenly, right beneath my open window in the court yard, a rooster started crowing to be followed by an ever enlarging circle of rivals in the neighborhood until finally every rooster in town seemed engaged in a singular crowing contest. It was futile to think of further sleep.

There was surprisingly a bath in the hotel and I tried to wash off some of the layers of coal dust and soot which covered me after a two days' ride on the Orient Express, but, alas, the cold water faucet did not work and the water came out steaming. Again I gave up, getting myself accustomed to the inevitable force of the Oriental—"Fatum."

Early in the morning I rode with my friend, the French rose distiller, through the narrow streets of ancient Philippopolis. So this was the Orient, the famous romantic, mysterious Orient! Yes, it was the Orient—dirty, decaying, yet young, strong, natural, undeveloped and picturesque. The new Ford roadster jumped over the holes of the incredibly bad streets like a motorboat in the heavy sea—up and down, and up and down. Through the Gypsy suburbs we rode out into the open country where the road became worse and worse. The Ford started to go wild and I had to hold fast in order not to be thrown against the top.

It was a beautiful sunrise. The fresh air of the dawning morning breathed freedom and liberty over the wide plains. With the first rays of the golden sun life awakened. Far out on the horizon flocks of sheep

and herds of cattle moved in the dew-fresh prairie. Along the highway again and again we passed strange, regularly shaped earthen hills. Nobody knows what they represent. Perhaps they are the tombs of chieftains built in time immemorial by barbarian tribes when they were trekking from the far interior of Asia towards the west and fertile pastures and fought Roman legions guarding the outposts of the immense empire.

Near one of these green hills we encountered a gypsy camp. Under the brown primitive tents loafed and slept several rugged men. A dirty looking, uncombed woman with a baby on her breast prepared food in an old tin can over an open fire. A few half naked children, neglected and bristling like young wolves, gazed at us. An old toothless woman, uglier than the notorious witch of the fairy tales, limped toward us and begged in a strange language.

We drove on. What a strange race these gypsies! Are they the dispersed remnants of those ancient Asiatic tribes which for centuries roared over these prairies and pastures, plundering, ransacking and killing—the terror of Europe for generations?

We came into the first Bulgarian village on our route. In front of the low white-painted picturesque houses stood husky women in heavy woolen frocks and white head-cloths. Strong men in brown pants, wide around the thighs and narrow around the ankles, with linen cloths wrapped around the feet and high brown fur turbans on their sunburnt heads, greeted us in passing. Blonde and blue-eyed children drove goats through the uneven and narrow streets.

We passed the village, mounted a hill and from the summit had a wonderful view. High wooded mountain chains with the gorges and ravines of the Balkans surrounded the valley. In the center stretched a green plain where pastures and rose fields mingled with cozy hamlets. This was the famous "Valley of the Roses."

Slowly we descended into the valley. We breathed the clean, fresh morning air fragrant with the perfume of the rose gardens. Near the first rose field we stopped. Between long rows of rose bushes, higher than those I knew in Grasse, we heard the song of women, girls and children. Scattered all over the field, often covered by the high hedges, the harvester swiftly picked the flowers and collected them in brown sacks. A few Bulgarian girls quickly twisted a few roses in their hair and laughingly posed for the camera.

The owner of the neighboring field was a Turk—a serious and dignified looking man in blue oriental suit and white and red turban. He refused to have a picture taken. His womenfolk in wide, fluttering dark coats



and white headgear looking like nuns, quickly covered their faces when we tried to approach. At the next Turkish field we were more careful. Hidden behind the high rose bushes we took the moving pictures before the Turks could make out our intentions. There were little Turkish girls in picturesque blue pants. Half working, half playing in the rose fields, they showed an admirable natural charm. Bashful and timid, yet smiling, they came forward and we shook their tiny hands with the henna-painted finger-nails.

These Turks are indeed an interesting race. Until not quite a generation ago they were the masters of this country. Centuries ago they had imported the rose industry from Persia, developed it and brought wealth and fame to the valleys. The Bulgars, more numerous, younger and stronger, in bloody revolutions and massacres subdued the Turks. Now the Turks are in the minority but they still cling to the customs of their ancestors. Throughout the region prevails all the signs and marks of Turkish culture and Oriental customs. Still the Turk is respected as quiet, industrious, clean and especially as an honest citizen. "I trust your word because you are a Turk," says the Bulgar when he deals with a Turk.

On the highway we encountered numerous donkeys carrying enormous loads of sacks filled with rose flowers, loads which seemed much too heavy for the little animals. A Turkish farmer had finished his morning harvest and was bringing his roses to the next village for sale. The women folk in their wide black coats and white scarfs, reminiscent of medieval Madonna pictures, walked on the dusty highway under the burning sun and carried their heavy garden tools over their shoulders. The Master, the head of the family, rode comfortably, serious-faced and bowlegged above the hind legs of his equally stoical donkey—for American ladies an excellent model of manly superiority.

In the next village we saw all about in gardens under shadowy broad branched nut trees, primitive scales erected where agents for the various oil distillers weighed out the incoming flowers, to stock them until a sufficient quantity should necessitate transport to the factory, in many cases miles and miles away. So keen has become the competition among the big distillers for their flower supplies that they are obliged to maintain a network of flower purchasing agents distributed all over the rose valleys.

Years ago conditions were different. Rose flowers were grown, harvested and distilled by the individual farmer. He was grower and distiller at the same time. Thousands of small, old-fashioned and primitive migratory stills were placed, often in batteries, under shady trees near a water fountain throughout the rose valleys. The distillation was crude and the quality of the resulting oil not always of the best. The farmer used to keep his rose oil in stock as his most valuable treasure until some day after endless negotiations it was bought up by one of the rose oil dealers who would export the otto to Paris, London, Berlin and other large centers.

Times have changed. Primitive farmer distillation more and more has disappeared before the invasion of modern distillation and extraction methods and apparatus. Otto of rose today is for the most part dis-

tilled in big, modern factories situated in the centers of the rose valleys. The farmer, however, has remained the rose grower. He is still the only producer of the flowers and the big manufacturers are obliged to purchase their flower supply from him. The fight over rose flower prices between farmers and distillers at the beginning of the season has become the most important event of the year.

It was not so easy for us to find any of the old-fashioned farmer stills. At last we found one in a remote corner of a small village. It was one of the so-called "Cooperatives," a farmer enterprise financed and backed by the Government. In the backyard of a few low houses we noticed a primitive shack and through the open front we saw a dozen antiquated mushroom-shaped copper kettles with a kind of helm on top, the stills being mounted upon an old brick wall with fire holes at the bottom. Behind the kettles we recognized a dozen old wooden water barrels which served as coolers or condensers of the bent pipes leading from the helms to old water bottles serving as Florentine flasks. The whole was so shaky, so utterly primitive, that surprised, I wondered how in the world the famous and precious otto of rose could have been produced for generations in such impossible apparatus.

The natives did not seem to feel the same. With great excitement and general participation they very proudly showed us their "factory." The reception was more than cordial; the good people could not do enough for us. A big, husky old fellow in his brown skins looking like a regular Balkan robber devotedly kissed our hands and explained in a strange and funny mixture of Bulgarian and a few almost unintelligible English words that he was the "Director"—the "big boss" of the factory—and that he had learned his English thirty years ago in Boston when he used to sell bananas for a "big company."

The excitement grew when we took a few moving pictures and within a few minutes the whole village was assembled in the court yard and everybody wanted to participate in the performance. These Bulgarians were certainly good actors, natural and full of a sense of humor. When the camera started the whole crowd burst into laughter because the actors, the distillers in the picture, began to work more wildly, quicker and harder than they had done before in their lives and very probably ever would again.

We drove on along the highways, through more villages, passed along more rose fields. Under the broad shadow of tremendous nut trees, whole flocks of sheep had sought shelter from the burning rays of the noon-day sun. It was almost a biblical picture. Finally we arrived at the factory.

Away from the road and separated for miles from the next settlement, its group of buildings was shut off from the outside by a big wall giving the impression of a Spanish hacienda. It was a small world in itself, an economic unity behind the strong walls which protected men and animals from robbers and wolves often sweeping down during the winter from the ravines of the neighboring Balkan mountains. Along the inside of the walls were the mansion, the lodging for the servants, the kitchen, the workshops and in the center of the court the factory building. Although primitive looking from the outside the plant for extraction with

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volatile solvents and its big batteries of extractors and stills was better equipped than most of the factories in Grasse. Again and again I found most striking the difference between the primitive conditions under which the native population of the Valley of the Roses lives and the numerous well constructed modern rose oil factories.

We had luncheon in the shadow of the court yard, a regular Bulgarian dinner with the famous specialties of the country: the pilaff, lamb meat with rice, yoghurt as dessert and then Turkish coffee, that beautiful gift of the Orient which revives, consoles and inspires.

Wagons arrived steadily loaded to capacity with rose sacks. Every load was checked on the big scale in the court yard. Farther back were the stills, a battery of spacious direct fire and also steam units. A crew of trained distillers worked day and night in shifts at the stills. There was no interruption in the distillation, the period of harvest lasting only a very short time. The whole crop consisting of hundreds of thousands of pounds of flowers had to be worked up within three weeks.

Directly after luncheon we again set out in the car and drove to one of the neighboring villages in order to close a deal in rose flowers with the farmers of this hamlet. In the center of the village there was a square plaza, overshadowed by high and dense nut trees. In the coolness of the ground old Turks were sitting in Oriental costume, quietly, silently for hours and hours smoking and sipping mocha. Were they engaged in stoical philosophical contemplation on the uselessness and aridity of life or did they indulge in their favorite after-dinner occupation, the "Kef" which is nothing but complete apathy or elimination of any thought?

We also sat down and did the same, or at least pretended to do so, because in reality we were most anxious to get into negotiations with one of these rose farmers.

After a half hour we were in conversation with a small group of farmers and soon followed them into one

of their houses so that no outsider could interrupt or participate in our talk, as would certainly have happened had we remained on the square. The negotiations dragged on. From time to time the farmers quit the house and opened a separate session in the yard and then came back again with a new proposition. I fell asleep tired from the heat, the talking and all the new impressions. After an hour they still negotiated and after another hour the negotiations were given up as hopeless. We went out into the sun of the afternoon and sat down again in the shadow of the old trees of the square and did as the old Turks who were still there unmoved and uninterested. After half an hour one of our men reported that the farmers had formed another group, so there was still hope. In fact, negotiations started all over, were given up again and finally when we started to drive out of the village the farmers gave in and signed the contract.

In the next village we had a similar experience. It was the Oriental way of doing business. The man with the greater patience wins. I thought to myself that it would be interesting to try such methods in America.

Our way led through valleys and along ravines of the Balkan mountains—wild, gorgeous, majestic. On a green and fertile pasture near a mountain brook, sheltered by pine trees, we encountered a caravan of "Karakatschan" who were just preparing camp for the night. These "Karakatschan" are a strange tribe. The Turkish word means "people who evade the snow" and in fact the various tribes of these nomads trek their herds every spring and fall between the slopes of the cool Balkan mountains and the sunny winter pastures of warm Macedonia. Who are they? Nobody knows. Their language is reminiscent of Greek, the colorful costumes of their women resemble the dresses of the early prehellenic inhabitants of Crete, Gnosos and Mykene, the splendor of whose culture we admire in the beautiful exhibition in the New York Metro-

(Continued on Page 250)



ROSE FIELDS AND ROSE PICKING IN THE "VALLEY OF THE ROSES." BATTERY OF STILLS AT LOWER LEFT; WEIGHING THE ROSES AT RIGHT.

A Survey of Technical Literature

by Col. M. T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

117. *Esterifying aldehydes.* Jacques Schalch and John W. Olson (to Van Schaack Bros. Chemical Works). U. S. Pat. 1,708,902. April 9, 1929. In the production of esters from aldehydes in the presence of an alkyl oxide of a trivalent metal, there is used as a promoter the nitrate of a metal whose hydroxide is a weak base, as for example Zn (NO₃)₂.

118. *Introducing aldehyde groups into cyclic compounds.* I. G. Farbenind. A.-G. Fr. Pat. 648,069. Feb. 1, 1928. An aldehyde group can be introduced into carbocyclic and heterocyclic compounds containing a labile H atom by causing these compounds to react with compounds of the general formula HCONX'X² (where X¹ and X² represent H, an alkyl, aralkyl or aryl group), in the presence of suitable condensing agents.

119. *The autoxidation of benzaldehyde.* Richard Kuhn and Karl Meyer. *Naturwissenschaften* 16, 1028-9 (1928). By repeated vacuum distillation in CO₂ and fractional distillation with liquid air, benzaldehyde was prepared of such purity that it did not undergo any autoxidation in the air. The promotion of this autoxidation by addition of small amounts of foreign substances is recorded.

120. *Alpha-Amylcinnamaldehyde.* I. G. Farbenind. A.-G. Swiss Pat. 127,159. Mar. 1, 1927. See Brit. Pat. 284,458. *Aromatic hydroxyaldehydes.* I. G. Farbenind. A.-G. Brit. Pat. 294,889. July 30, 1927. Hydroxyarylaminies are boiled with dilute alkali in the presence of isatin or a derivative thereof.

121. *Salicylaldehyde and its methyl ether.* Maurice Copisarow. *J. Chem. Soc.*, 1929, 588-9 (1929). The preparation from o-cresol, caustic soda and phosgene of o-tolyl carbonate, which yields a dichlor derivative, from which in turn by the action of MeOH and aqueous NaOH at 100° salicyl aldehyde is obtained in 50% yield; or hydrolysis and methylation gives 13% of the aldehyde and 38% of its methyl ether.

122. *Electrolytic reduction of aldehydes. III. o- and p-Hydroxybenzaldehydes.* G. Shima. *Mem. Coll. Sci. Kyoto Imp. Univ. (A)*, 11, 407-18 (1928). Electrolytic reduction of these aldehydes to the corresponding alcohols and other derivatives is described.

123. *Electrolytic reduction of aldehydes. IV. Vanillin and piperonal.* G. Shima. *Mem. Coll. Sci. Kyoto Imp. Univ. (A)*, 11, 419-27 (1928). The various products obtained under different conditions of electrolytic reduction are described.

124. *Aromatic aldehydes.* J. D. Riedel A.-G. Brit. Pat. 290,649. May 20, 1927. o- and p-propenyl hydroxy benzenes are oxidized to the corresponding aldehydes by the use of aromatic nitro derivatives as for example nitro benzene.

125. *Synthesis of safrovanillin from isosafroeugenol.* Kinzo Kafuku and Nobutoshi Ishikawa. *Bull. Ind. Dept. Centr. Research Lab. Govt. of Formosa* 24, 24-7 (1928). When isosafroeugenol is oxidized with ozonized O (5-10%), a yield of 60-80% of 3-hydroxy 4-ethoxy benzaldehyde, melting 125°, is obtained.

126. *1-Menthone.* L. T. Sanborn. *Org. Syntheses* 9, 52-3 (1929). The laboratory preparation of 1-menthone from menthol by oxidation with sodium dichromate and sulfuric acid is described.

127. *Menthone series. VI. Crystallization of menthylamines with optically active acids.* John Read, Catherine Cassels Steele and Peter George Carter. *J. Chem. Soc.*, 1929, 23-32 (1929). dl-Menthylamine and dl-neomenthylamine may be resolved by a fractional crystallization of their acid d-tartrates, but dl-isomenthylamine can not be resolved in this way.

128. *Ultra-violet absorption curves of the pulegonol.* Jean Savard. *Bull. soc. chim.* 43, 978-84 (1928). A further study of the absorption spectra of pulegone and isopulegone together with their enols, and also of butyl and isobutyl pulegol.

129. *Determination of ionone.* R. D. Hendriksz and A. Reclaire. *Perf. Ess. Oil Rec.* 19, 493 (1929). Preparation and purification of the oxime and determination of the nitrogen content thereof.

130. *Musk odor and ring-ketone configuration.* G. Malcolm Dyson. *Perf. Ess. Oil Rec.* 20, 75-8 (1929). Discussion of the connection between odor and chemical constitution with special reference to musk and the recent work in this field.

131. *Synthetic camphor.* A. Ullrich. *Metallbörse* 18, 1013-14, 1069-70 (1928). A review of the patent literature concerning the manufacture of camphor and isoborneol.

132. *Aldehydes and acetylenecarbinols. II. Dimethyl-octenaldehyde, tert-butylmethyl-acrolein and experiments with the acetylenecarbinol prepared from acetophenone.* H. Rupe and Louisa Giesler. *Helv. Chim. Acta* 11, 656-69 (1928). Their preparation and chemical properties.

133. *Aldehydes from acetylenecarbinols. III. Preparation of two dimethylhexenaldehydes.* H. Rupe, A. Wirz and P. Lotter. *Helv. Chim. Acta* 11, 965-71 (1928). Their preparation from mesityl oxide and certain of their properties.



Official Report of Flavoring Extract Manufacturers Association

SINCE our last review of the activities of the Flavoring Extract Manufacturers' Association of the United States, one matter of the utmost importance has been brought to the attention of the members of the association through circular letters 383 and 385 from the president, E. L. Brendlinger and the executive secretary, Thomas J. Hickey. This is the Williamson Bill which on May 27th was signed by President Hoover. In circular letter, the body of which is given herewith, the substance and the effect on the industry is given:

"The paramount purpose of the Act is to transfer to the Department of Justice complete jurisdiction to enforce all the criminal provisions of the National Prohibition Law. Full responsibility for such enforcement is placed squarely upon the Attorney General and the Department of Justice.

"In order that the Attorney General may more effectively enforce the criminal provisions of the Prohibition Law, he is granted the power to formulate jointly with the Secretary of the Treasury all regulations regarding the permits.

"Likewise, the Attorney General is given the right to veto applications for permits. The Williamson Bill provides that the Secretary of the Treasury shall file with the Attorney General copies of all applications for permits, or for renewals or amendments, that are to run for more than ninety days. This apparently excludes the ordinary permits to purchase, the ninety-day permits, and other temporary permits. Consequently, it is only in the case of the annual basic permits that copy of the application must be filed with the Attorney General.

"The Attorney General may, if he considers it advisable, act jointly with the Secretary of the Treasury in passing upon any application, and in such cases no permit shall be granted without their joint approval.

"Thus it will be seen that the Act clearly grants joint control to both Departments in the matter of granting or refusing alcohol permits. As stated in one of the Committee reports, this gives the Attorney General a veto upon the issuance of a permit to any applicant of which he does not approve, subject to the right of the applicant to appeal to a Court of Equity as provided by Sections 5 and 6, Title II, of the National Prohibition Act. The law does not contemplate that the Attorney General

(Continued on Page 244)

Official Report of Soda Water Flavors Manufacturers' Association

SINCE our last review of the activities of the National Manufacturers of Soda Water Flavors the subject of the ginger situation has been given great consideration by the officers of the association. Under date of June 4th and with the heading "Ginger Ale is O. K." a circular, No. 565, was mailed to the members giving the correspondence which president Dr. B. H. Smith, and executive secretary Thomas J. Hickey have had in regard to the matter. The correspondence follows:

May 27, 1930.

"Dear Mr. Hickey:

"We are enclosing herewith letter from Commissioner Doran concerning the ginger situation which is self-explanatory.

"We are wondering if it would not be well to get out a letter to our membership suggesting that each member in the territory affected, use his influence to correct the erroneous impression to the effect that ginger or ginger ale was in any way concerned with the recent difficulty in the southwest.

"We have no doubt that the bottlers in these territories who advertise in their local newspapers can get the latter to help along the cause of re-establishing in the mind of the consumer the harmlessness and in fact the healthfulness of Ginger Ale. . . .

"By B. H. SMITH, President."

The body of the letter from the Treasury Department is given herewith:

"Reference is made to your letter dated May 16, 1930, stating that the public is becoming prejudiced against ginger ale in the South and West on account of the many cases of paralysis caused by the drinking of adulterated fluid extract of ginger. You inquire if any of this trouble was caused by ginger ale extracts or from ginger ale itself.

"You are advised that all the reports received by this Bureau show that the trouble has been caused by adulterated fluid extract of ginger which has not been traced back to any permittee and is evidently a bootleg proposition from the beginning. There is no evidence of any cases of paralysis originating from the beverage use of ginger ale extracts or from ginger ale itself.

"Respectfully,

"(Signed) J. M. DORAN,
"Commissioner."

Standing Committees for 1930-31

PRESIDENT E. L. BRENDLINGER has appointed the following standing committees for the Flavoring Extract Manufacturers Association for the year 1930-31:

Scientific Research

Frank L. Beggs, Chairman, Styron-Beggs Co., Newark, Ohio.

Dr. F. M. Boyles, Jack Beverages, Inc., Brooklyn.

John Glassford, McCormick & Co., Inc., Baltimore.

Dr. E. J. Shanley, Baker Extract Co., Springfield, Mass.

Dr. Bernard H. Smith, Virginia Dare Extract Co., Inc., Brooklyn, N. Y.

A. F. Wussow, Price Flavoring Extract Co., Chicago.

Chas. S. Purcell, Joseph Burnett Co., Boston, Mass.

Membership Committee

L. K. Talmadge, Chairman, The Williams & Carleton Co., Hartford, Conn.

George B. Illsley, Twitchell-Champlin Co., Portland, Me.

Dr. F. M. Boyles, Jack Beverages, Inc., Brooklyn.

Paul Joannes, Joannes Corporation, Los Angeles.

D. T. Gunning, Arbuckle Bros., Chicago, Ill.

M. G. Pierpont, Loewy Drug Co., Baltimore, Md.

Legislative Committee

George H. Burnett, Chairman, Joseph Burnett Co., Boston, Mass.

Dr. F. M. Boyles, Jack Beverages, Inc., Brooklyn, N. Y.

F. L. Beggs, Styron-Beggs Co., Newark, Ohio.

J. A. Handy, The Larkin Co Inc., Buffalo, N. Y.

W. F. Meyer, Warner Jenkinson Co., St. Louis, Mo.

Miller Winston, Blanke-Baer Extract & Preserving Co., St. Louis, Mo.

M. C. Albrecht, The R. T. French Co., Rochester.

Transportation Committee

C. F. Sauer, Jr., Chairman, The C. F. Sauer Co., Richmond, Va.

F. E. Stillman, James H. Forbes Tea & Coffee Co., St. Louis, Mo.

L. P. Symmes, Baker Extract Co., Springfield, Mass.

Costs Committee

L. K. Talmadge, Chairman, The Williams & Carleton Co., Hartford, Conn.

C. R. Phillips, Vanilla Laboratories, Inc., Rochester.

W. A. Karl, McCormick & Co., Inc., Baltimore, Md.

Trade Relations Committee

George M. Armor, Chairman, McCormick & Co., Inc., Baltimore, Md.

E. L. Johnson, Wixon Spice Co., Chicago, Ill.

Leo Green, Boyce Extract Co., Brooklyn, N. Y.

Vigilance Committee

All members of the Executive Committee.

Educational Advertising Committee

D. T. Gunning, Chairman, Arbuckle Bros., Chicago.

E. P. Price, Price Flavoring Extract Co., Chicago.

George H. Burnett, Joseph Burnett Co., Boston.

Clark C. Nowland, The Geo. H. Nowland Co., Cincinnati, Ohio.

B. H. Smith, Virginia Dare Extract Co., Inc., Brooklyn, N. Y.

Statistical Committee

J. A. Handy, The Larkin Co Inc., Buffalo, N. Y.

Representative on Industrial Advisory Council

Fred S. Rogers, McMonagle & Rogers, Middletown, N. Y.

Representative on the National Chamber of Commerce

W. M. McCormick, McCormick & Co., Inc., Baltimore.

State Committeemen

California: R. L. Joannes, Joannes Corporation, Los Angeles.

Colorado: Wm. L. Myatt, Morey Mercantile Co., Denver.

Connecticut: Guy Stanley, The Williams & Carleton Co., Hartford.

Illinois: E. P. Price, Price Flavoring Extract Co., Chicago.

Indiana: H. M. Gamble, Wabash Baking Powder Co., Wabash.

Iowa: C. R. Joy, S. F. Baker & Co., Keokuk.

Maine: C. M. Foss, Schlotterbeck & Foss Co., Portland.

Maryland: W. M. McCormick, McCormick & Co., Inc., Baltimore.

Massachusetts: Geo. H. Burnett, Joseph Burnett Co., Boston.

Michigan: Howard L. Jenks, Foote & Jenks, Jackson.

Minnesota: C. P. Carroll, Griggs Cooper & Co., St. Paul.

Missouri: W. F. Meyer, Warner-Jenkinson Co., St. Louis, Mo.

New Hampshire: D. E. Parmenter, Wakefield Extract Co., Sanbornville.

New Jersey: F. S. Muchmore, Hallock-Denton Co., Newark.

Western New York: J. A. Handy, The Larkin Co Inc., Buffalo.

Eastern New York: L. B. Parsons, Seeman Brothers, New York.

Southern Ohio: Clark C. Nowland, Geo. H. Nowland Co., Cincinnati.

Northern Ohio: W. H. Hyde, The Abner Royce Co., Cleveland.

Oregon: Leo Hahn, Wadham & Co., Inc., Portland.

Pennsylvania: John Clawson, The Clawson Co., Philadelphia.

Rhode Island: B. B. Scott, Providence.

Tennessee: L. G. Durr, Rigo Manufacturing Co., Nashville.

Texas: Leo M. Furman, The Furman Co., Houston.

Vermont: J. O. Kimball, Kimball Bros. Co., Inc., Enosburg Falls.

Virginia: C. F. Sauer, Jr., The C. F. Sauer Co., Richmond.

Washington: W. J. Kahle, Crescent Mfg. Co., Seattle.

Wisconsin: W. J. Wiscott, Jewett & Sherman Co., Milwaukee.

Ethyl Vanillin and Vanillin

*Comparative Strength of These Bodies in
Flavoring Extract Work*

by Dr. F. M. Boyles, Brooklyn, N. Y.

ETHYL vanillin which is being marketed by many of our associate members under a variety of trade names is a product of quite recent development and as is usually the case in such a situation a considerable amount of difference of opinion has sprung up as to its merits and our membership is beginning to ask questions.

What is this ethyl vanillin?
How does it compare with vanillin?
Can it be used to replace vanillin?
If so, how much must be employed?
Does it comply with the requirements of the food laws?

Will it fit into the standards laid down by the Prohibition Department?

Your committee endeavoring as it does to keep abreast of all technical developments that might affect our industry, decided that work should be undertaken to determine what merit ethyl vanillin possesses and if it appears to be a meritorious product, to take what steps are necessary to have it approved by the various governmental departments.

Some of our associate members ran into regulatory difficulties in marketing their ethyl vanillin and appealed to our association to take the matter up officially.

The name ethyl vanillin is really a misnomer but is in pretty general use, and, after all is as good a name as any. It is, chemically speaking, the ethyl ester of protocatechuic aldehyde. Vanillin, on the other hand, is the methyl ester of the same aldehyde.

There is general agreement among all who have worked with ethyl vanillin that it is better than vanillin in flavoring qualities. Where any difference of opinion arises it has to do with the comparative flavoring strength and it appears that the principal reason for this difference of opinion is due to the fact that those reporting have not used the same method in their experiments.

The determination of the quality and strength of flavors is not, as you well know, susceptible of analytical precision. Results to be comparable must be arrived at by adherence to the same method of procedure.

Five of the members of our committee, using the same methods, have submitted results as to the flavoring value of ethyl vanillin and vanillin. They show conclusively that ethyl vanillin has three and one-half times the flavoring strength of vanillin.

As to the quality of the flavor produced by ethyl vanillin there is some difference of opinion but there is general agreement that better results are obtained by using it in connection with vanillin. The proportion of the two best suited will have to be determined by each member according to his needs. Your committee

does not feel capable of making any definite recommendations along these lines at this time.

The following letter from the Food, Drug and Insecticide Administration makes it plain that there is no objection under the Pure Food Laws to the use of Ethyl Vanillin.

UNITED STATES DEPARTMENT OF
AGRICULTURE

Food, Drug and Insecticide Administra-
tion F.R. 8781 Washington, D. C.

May 7, 1930.

Mr. Frank L. Beggs,
c/o Styron-Beggs Company,
Newark, Ohio.

Dear Sir:

Reference is made to the request which you and your associates from the Flavoring Extract Manufacturers' Association made on April 12, 1930, regarding the attitude of the Administration under the Federal food and drugs act, toward the use of so-called "Ethyl Vanillin" in the manufacture of imitation vanilla extract. It is understood that this synthetic which is sold under various trade names, is ethyl protocatechuic aldehyde.

No definitions or standards have been formulated for imitation extracts under the act. However, it is held that the character of imitation extracts and flavors should be such that they will substantially take the place of the products they imitate. On page 4 of the enclosed article, "Labeling Flavoring Extracts," there is set forth a summary of the relative flavoring strengths of various flavors or flavoring ingredients as determined in this Administration. You will note that a standard vanilla extract is equivalent in flavoring strength to a 0.7 per cent vanillin solution and that one part of coumarin is equivalent to three parts of vanillin. By using these data, it is a simple matter to calculate the relative amounts of vanillin and coumarin that it is necessary to employ to produce an imitation vanilla extract having a flavoring strength equal to that of a standard vanilla extract. Our experiments on the relative flavoring strengths of ethyl vanillin and vanillin have been of a preliminary character only.

However, it may be stated that we have

NOTE:—This report was read at the F. E. M. A. Convention.



found that the flavoring strength of ethyl vanillin is in fact considerably greater than that of vanillin. On the assumption that ethyl vanillin is a suitable ingredient for use in food from the standpoint of its physiological action, there would be no objection under the act to substituting it for vanillin if proper labeling is employed and the resulting imitation vanilla extract has the flavoring strength of standard vanilla extract.

We have conducted no experiments on the toxicity of ethyl vanillin and can only state that it should be definitely established that it is harmless before it is used in the manufacture of flavoring extracts or other food.

Very truly yours,
L. D. ELLIOTT,
Acting Chief Interstate Supervision.

As to the attitude of the Prohibition Department nothing definite can be said at this time. Your committee has had a number of interviews with these authorities and have submitted a number of formulae for their consideration. We feel that in the very near future a ruling will be issued setting the conditions under which ethyl vanillin can be used in imitation vanilla extract.

Committee Proposes Definitions for Soda Beverages and Flavors

W. S. Frisbie, chairman, announces that the Food Standards Committee has proposed the following definitions. The committee invites criticism and suggestions from food officials, consumers, the trade and others interested.

The proposed definitions are as follows:

Root Beer is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, and root beer flavor, with or without caramel color, and with or without harmless organic acid.

Root Beer Flavor, Root Beer Concentrate, is the beverage flavor in which oil of sassafras and methyl salicylate (or oil of wintergreen or oil of sweet birch) are the principal flavoring constituents, and contains other flavoring substances, with or without caramel color.

Birch Beer is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, and birch beer flavor, with or without caramel color, and with or without harmless organic acid.

Birch Beer Flavor, Birch Beer Concentrate, is the beverage flavor in which methyl salicylate (or oil of sweet birch or oil of wintergreen) and oil of sassafras are the principal flavoring constituents, with or without other flavoring substances, and with or without caramel color. Methyl salicylate is the predominating flavor of the product.

Cream Soda Water, "Cream Soda," is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, and cream soda water flavor, with or without caramel color and with or without harmless organic acid.

Cream Soda Water Flavor, Cream Soda Water Concentrate, is the beverage flavor in which the principal flavor is derived from vanilla, tonka, vanillin, or

coumarin, or any combination of them, and contains other flavoring substances, with or without caramel color.

Orange Soda Water, "Orange Soda," is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, orange soda water flavor and citric acid.

Orange Soda Water Flavor, Orange Soda Water Concentrate, is the flavoring product in which oil of orange, or terpeneless oil of orange, is the essential flavoring constituent.

Lemon Soda Water, "Lemon Soda," is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, lemon soda water flavor and citric acid.

Lemon Soda Water Flavor, Lemon Soda Water Concentrate, is the flavoring product in which oil of lemon, or terpeneless oil of lemon, is the essential flavoring constituent.

Lime Soda Water, "Lime Soda," is the carbonated beverage prepared from potable water, sugar (sucrose) sirup, lime soda water flavor and citric acid.

Lime Soda Water Flavor, Lime Soda Water Concentrate, is the flavoring product in which oil of limes, or terpeneless oil of limes, is the essential flavoring constituent.

Official Report of the Flavoring Extract Manufacturers Association

(Continued from Page 241)

shall investigate every application for a permit. The total number issued annually is in the neighborhood of 155,000. The Committee Report states that as to most of these, no question of diversion occurs, but there are certain classes and types of permittees that have come under suspicion, and these will be segregated from the known law-abiding permittees and be investigated by the Attorney General before permits are issued.

"In the course of the debates on the Floor of the Senate when the bill was finally passed, it was declared that no one wants to make difficult the securing of permits by those who are honestly using alcohol and have the right to use it. One Senator stated that in a conference with the Attorney General he learned that the Department of Justice does not propose to have anything to do with the regulations, except when it is found that someone is getting alcohol illegitimately, in which case the Attorney General wants to be in a position to stop that permit."

"As long as the two Departments are working in perfect harmony, it is not to be anticipated that any particular trouble or delay will embarrass legitimate industries. As stated in the Senate debates, should it so happen that in the future these two Departments should fail to function efficiently together, Congress could remedy the situation by repealing or amending the Act."

"We believe that the alcohol using trades were fully justified in opposing this measure while it was in Congress. We think much good has come from this opposition. The educational value of the campaign has been worth the effort. Now that the Act has passed both Houses of Congress, and has been or will soon be signed by the President, the trades should make an earnest effort to adjust themselves to the reorganization contemplated by the Act."



Soap and Perfumery in Soviet Russia

(Special Correspondence)

ACCORDING to the Moscow correspondent of a London evening paper, Soviet officialism is faced with an awkward problem, for face powder made in the State factories and bearing the inscriptions, "Heart's Delight," "Cream of Love," and "Marie Antoinette" has greatly shocked tender Communist susceptibilities. Also, buxom angels are said to float indecorously on the wrappers of Soviet manufactured soap. As a result, the stern Communists are frantically demanding a revolution in soap wrappers and general advertising, for they complain that whilst industry is, or should be, on a Socialist basis, yet advertising remains "bourgeois."

The attack is concentrated upon the Soviet Soap Trust, which is accused of imitating Paris and New York manufacturers, instead of going in for "proletarian" art. "The most widely circulated literature in the country," so they say, "are the wrappers round soap. Millions of them reach every home in the country every week. What sort of a life does it preach to the people? Just look at the names—"Heart's Delight"!"

Substitute titles are suggested, for instance—"Forward to the New Life," or "Down with Imperialism." "Every cake of soap a blow to the Bourgeoisie" is the new motto.

One Soviet label on a bottle of State perfume represents three nude females disporting themselves in a fountain, and this alluring device is reproduced in a newspaper as a dreadful example of advertising which must be eliminated in Russia.

The type of Soviet mentality, as above expressed, combined with the recent ban on the harmless Easter egg, which was lately banned as coming under the heading of "religious food," only goes to prove that these people are sadly deficient in the saving grace of humour. And meanwhile mere "bourgeoise" countries, such as America, France, Great Britain, etc., will presumably continue to favour "Heart's Delight" and similarly titled soaps and perfumery.

True Essential Oil of Lime Not Produced in Sicily

True essential oil of lime is not produced in Sicily. It appears that some distillers of essential oils in Sicily import lime oil from the West Indies, which they treat and distil and then export as "natural" and "concentrate" limetta oil from Messina. The Italian lime is a sweet lime.—(Commercial Attaché Mowatt M. Mitchell, Rome).

Paris Trade Notes

THE formation of the Société Anonyme des Spécialités Pharmaceutiques Spiess-Rhone-Poulenc, with a capital of one million zlotys, of which one-half will be provided by the Etablissements Ludwik Spiess i Syn, and the other half by the Société des Usines Chimiques Rhone-Poulenc, has recently been formed. Close relations have existed between the two companies interested for some time.

The new company will manufacture the specialties of the Rhone-Poulenc concern, as well as certain specialties of the Etablissements Ludwik Spiess i Syn in Poland. The manufacturing establishment of the new concern will be installed in the present Spiess factory at Targomin.

* * * *

It is with regret that we have been advised of the death of Victor Gourmand, research chemist for Etablissements de Laire. Mr. Gourmand was 53 years old.

* * * *

In the decree of April 2 last, giving the names of the nominees of the new counsellors of Commerce Exterieur of France we see with great satisfaction the name of Pierre de Grandprey, director general of Etablissements Antoine Chiris, among those named for the economic section of Paris. Mr. de Grandprey is possessed of high commercial ability, a complete knowledge of business and perfect courtesy, all of which make him a most desirable candidate. It is also a great pleasure to hear of the appointment as one of the directors of Henri Barety, director of Schmoller & Bompard and of Eugene Albert of the firm of Camilli, Albert & Laloue.

* * * *

It is with great pleasure that we hear of the appointment of Albert Schwarz, one of the directors of Etablissements Polak & Schwarz of Zaandam and Hilversum, Holland, as a Chevalier de la Legion d'Honneur.

* * * *

The house of Charabot et Cie, Grasse, has issued a very artistic plaque depicting their different products in the course of manufacture and different views of their growth.

* * * *

It is with deep regret that we have learned of the death of Jean Caravan, one of the proprietors of the House Honoré Payan, perfumers of Grasse. Etienne Caremil was associated with him in business.

British Trade Notes

THE Ideal Home Exhibition this year was on a larger scale than any of its predecessors, due to the fact that the Olympia Hall had been considerably enlarged. It is now the world's largest reinforced concrete exposition building. In the gallery of the main hall was a very striking "Boulevard of Beauty," where a wide variety of famous toilet products were displayed in surroundings of unusual beauty.

* * *

Imperial Chemical Industries' annual report for 1929 says the volume of the combine's trade again shows a substantial increase compared with that of previous years. In Britain trade was maintained, the depression in certain sections being offset by increased activity in others, and overseas trade continues to show satisfactory progress. The main construction program of the new works at Billingham is now virtually completed. Good progress has been made in Australasia, China, India, and the Near East, and further steps have been taken to consolidate the combine's selling organizations in various parts of the world. The established policy of selling through local subsidiaries to customers direct has continued to prove successful. In Australia and New Zealand the combine's interests have been consolidated in one company—Imperial Chemical Industries of Australia & New Zealand, Ltd.—with officers in Melbourne.

* * *

The following new trade-marks have recently been registered in the United Kingdom:—"Faifoam," for perfumery, etc., by John Knight, Ltd., London, E. C.; "Felin," for soap by T. Hedley & Co., Ltd., Newcastle-on-Tyne; "Souiol," for hair-waving preparations by L. Yousolofsky, London, E. 5; "Solv-O-Hol," for chemical solvents for flavorings and perfumes by the Fenton Chemical Co., Inc., Brooklyn, N. Y.; and "Sunlight," with label design, including "Sonlay," for perfumery, etc., by Lever Bros., Ltd., Port Sunlight.

Mexican Demand for Toilet Articles

There are at least five companies in Mexico manufacturing and distributing complete lines of toilet or beauty preparations and these firms appear to be constantly expanding due, it is believed, to the high import duties which are assessed on preparations of this nature. In addition to these companies, there are firms specializing in single products, such as face creams and dentifrices. Considerable quantities are also imported into Mexico from the United States, France, and other countries, but since the Mexican customs authorities do not classify the articles separately, it is impossible to furnish statistical data showing the imports of separate items. In making a study of the market, it has been found that single products are rarely introduced alone, the majority of such preparations having been introduced in complete lines. There is a great number of such lines in the market at present, of which five, as previously indicated, are manufactured in the country. The department stores are practically controlled by French capital and as a consequence a great many of the products sold are of French origin.—(Consul General William Dawson, Mexico City).

Nice and Lyons Essential Oil Market

THE market for French essential oils and other perfume products has remained steady during the past year. The exception was a drop in the price of jasmin, but demand has increased under most headings. Enfleurage grease, however, was quite out of favor, and it is to be noted that there have been no shipments of floral lavage.

The quantity and value of perfume materials and essential oils, also soap and toilet preparations exported from Nice and Lyons, France (two of the principal French ports from which the bulk of these products depart), during the past two years are shown in the following table:

| | | 1928 | | 1929 |
|---|---------|----------|---------|----------|
| | Pounds | Value | Pounds | Value |
| From Lyons: | | | | |
| Perfume materials | 21,008 | \$28,729 | 6,131 | \$10,837 |
| Essential oils | 2,365 | 7,617 | 9,963 | 12,293 |
| From Nice: | | | | |
| Enfleurage grease | 6,560 | 44,103 | 476 | 13,349 |
| Essential, natural or synthetic, etc. | 3,968 | 22,066 | 2,473 | 5,638 |
| Floral essence and concrete | 4,441 | 82,784 | 4,536 | 97,473 |
| Floral lavage | 3,307 | 4,255 | | |
| Floral water (gallons) | 18,808 | 6,314 | 38,053 | 11,383 |
| Soap and toilet preparations (lbs.) | 5,643 | 23,135 | 10,643 | 24,913 |
| Gums, resins, balsams, resinoids | 3,441 | 13,987 | 3,229 | 13,584 |
| Bergamot oil | 1,984 | 15,280 | 3,885 | 15,206 |
| Geranium | 19,425 | 40,349 | 24,188 | 89,204 |
| Jasmin | 635 | 128,408 | 763 | 100,359 |
| Lavender or spike | 136,652 | 419,573 | 198,494 | 577,741 |
| Miscellaneous oils | 30,370 | 106,632 | 34,676 | 135,220 |
| Orange flowers or neroli | 625 | 69,725 | 906 | 74,874 |
| Rose | 1,341 | 66,292 | 1,746 | 105,357 |
| Thyme, red and white | 29,880 | 18,147 | 27,035 | 16,219 |
| Tuberose | 100 | 9,072 | 188 | 16,634 |
| Ylang ylang or cananga | 3,377 | 32,770 | 4,576 | 39,744 |

Exports from Nice show an increase of \$125,079, which is chiefly explained by the increase in shipments of essential oils and floral essences. The following figures show the principal increases:

| | 1928 | 1929 | Increase |
|------------------------------|----------|----------|----------|
| Floral essences | \$82,784 | \$94,473 | \$11,689 |
| Geranium oil | 40,349 | 80,204 | 48,855 |
| Lavender oil | 419,573 | 577,741 | 158,168 |
| Miscellaneous oils | 106,652 | 135,220 | 28,568 |
| Rose | 66,292 | 105,357 | 39,065 |

The principal decreases were as follows:

| | 1928 | 1929 | Decrease |
|-----------------------------|----------|----------|----------|
| Enfleurage grease | \$44,103 | \$13,349 | \$30,754 |
| Jasmin oil | 128,408 | 100,359 | 28,049 |

(Consul Robertson Honey, Nice).

The Netherland Market for Toilet Preparations

Toilet preparations are produced in the Netherlands to a considerable extent while appreciable quantities are imported from France, Germany, United States, and several other producing countries.

Toilet preparations sold on the Netherland market are usually well advertised and importers are unwilling to consider handling unadvertised products. Distributors are generally not inclined to participate in advertising expenditures and expect the foreign manufacturer to supply the necessary funds. They are, however, prepared to act as advisors and to look after proper translations of the English text.—(Acting Commercial Attaché Paul S. Guinn, The Hague).

American firms desiring to present their proposition to the Netherland trade may obtain a list of the leading retail stores handling toilet preparations as well as a list of the prominent importers engaged in this line of trade, upon application to the Chemical Division.

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| 3 | 24,913 |
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| 4 | 577,741 |
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| 3 | 74,874 |
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Registration of Mark by Cordry Granted

THE U. S. Commissioner of Patents has sustained the Examiner of Interferences, in the Patent Office, on an appeal of Vick Chemical Co. from the decision of that Examiner, in a case involving registration of a trade mark applied for by Maurice Eugene Cordry, for a salve with a soap base used for the relief and treatment of muscular aches and pains.

The mark involved consists of a representation of the Western Hemisphere, according to the description by the Commissioner of Patents, "surrounded by a circular line having therewithin lines indicating meridians of longitude and parallels of latitude and having at the top and bottom, respectively, the words 'vanishing' and 'vapor' and on the left-hand side the words 'just rub it,' with a diagonal band extending across the entire picture with the words 'pain soap,' therewithin."

In its opposition to registration of the Cordry mark, Vick alleged that it had used for many years the mark "vaporub" and also used extensively in advertising the phrase "just rub it." It was claimed that confusion was likely to result from the wording on the Cordry mark.

Cordry filed no answer to the Vick opposition, which was taken "pro confesso," but later the examiner held that the opposition was not sufficient to prevent registration of the Cordry mark; that the words complained of were descriptive in character.

In appealing to the Commissioner of Patents, Vick complained that the examiner had busied himself searching the files of the office to find grounds "even though an insufficient one" for allowing the registration which the applicant was not sufficiently interested in to prosecute.

The commissioner, in his decision, held that while the facts may have been admitted by Cordry's default on the notice of opposition, yet it does not follow that conclusions were admitted. Like the examiner, the commissioner holds that the words "vapor" and "just rub it" were descriptive and permissible under court decisions.

In connection with the application for registration, the commissioner says, the applicant has disclaimed all the wording appearing on the drawing of his mark "apart from other features shown" thereon. In view of the facts, the commissioner concludes, it was not apparent how the examiner could have reached any different conclusion than that the Vick allegations were not sufficient to warrant a decree in favor of Vick, opposer.

Ruling on Denaturing Ethyl Acetate

Effective June 1, 1930, all ethyl acetate owned, controlled or on the premises of manufacturers of ethyl acetate or manufactured thereafter shall be denatured by adding to every 100 gallons of ethyl acetate $\frac{1}{2}$ gallon of a petroleum product known as Calol Ethataate or a product similar thereto in all respects including that of denaturing value. This order is signed by J. M. Doran, Commissioner.

Manufacturers Midsummer Meeting

THE Manufacturing Chemists' Association of the United States held its annual midsummer meeting at the Seaview Golf Club, June 5, and re-elected Lammot duPont president for the coming year. This body which consists of manufacturers of heavy chemicals principally heard reports covering the work of the year and including a discussion of the progress made in synthetic nitrates, transportation, containers, traffic, etc. A part of the discussion also covered the tariff revision and the activities of the Chemical Advisory Committee of the Department of Commerce.

Entertainment consisted of golf and the annual tournament was won by A. J. Kerrigan of Merck & Co., who won the prize on a toss from R. W. Hooker of the Hooker Electro-Chemical Co., both men having made net scores of 67.

The banquet was a joint affair with the Synthetic Organic Chemical Manufacturers Association which held its annual summer meeting and outing at Seaview at the same time. Over 100 members and guests of the two organizations attended this gathering. Dr. E. H. Kilheffer acted as toastmaster introducing Dr. Charles E. Reese, August Merz, W. M. Watson, and finally Dr. E. B. Brossard, chairman of the U. S. Tariff Commission, who delivered the address of the evening.

Vivaudou Will Appeal F. T. C. Decision

V. Vivaudou, Inc., through their attorneys, Olvany, Eisner & Donnelly, New York City, stated that an appeal will be filed in July against the recent decision of the Federal Trade Commission which ordered the company to dispose of the control of the Alfred H. Smith Company and Parfumerie Melba, Inc., within 90 days of the order. In the decision, Commissioner Humphries dissented, and the attorneys feel certain that the Circuit Court of Appeals will act favorably upon this dissenting opinion, as it has done in several instances.

The Commission in its decision, announced May 9, contended that the effect of the acquisition of the two companies tended to restrain commerce, substantially lessen competition and create a monopoly. In dissenting, Commissioner Humphries stated that, "This opinion was improvidently issued" and further reported that such was the case because the respondent did not suppress competition and pursued a course in keeping with the provisions of paragraph 3 of section 7 of the Clayton Act.



DR. E. H. KILHEFFER

Brossard, chairman of the U. S. Tariff Commission, who delivered the address of the evening.

Proprietary Association Elects Blair

FRANK A. BLAIR of the Centaur Co., New York, was again re-elected president of the Proprietary Association at the annual meeting in Montreal, May 19 to 22. With him, the following will serve as officers during the year: vice-presidents, E. K. Hyde, of the Mentholatum Company, Buffalo, and J. H. Howe, of the A. H. Lewis Medicine Company, St. Louis; secretary-treasurer, Charles P. Tyrrell, of the Syracuse Medicine Company, Syracuse, N. Y. John F. Murray, of the Wyeth Chemical Company, New York, and Dr. V. Mott Pierce, of the World's Dispensary Medical Association, Buffalo, were re-elected as members of the executive committee. Robert L. Lund, of the Lambert Pharmacal Company, St. Louis, was elected as a new member.

The meeting was devoted largely to a discussion of foreign trade problems and was addressed along these lines by Alfred Viault, foreign trade councillor and T. W. Delehanty of the Department of Commerce. Numerous addresses on scientific subjects related to the manufacture of proprietaries were also given.

The entertainment features consisted of sightseeing tours in and about Montreal, an informal reception and dance and a dinner at the Hotel Windsor, headquarters during the meeting.

Caron Wins Suit Over Smith

Judgment for \$13,591.50 against Alexander Smith, former West New York saloonkeeper, was entered June 2nd by a Supreme Court jury before Judge Henry E. Ackerson. The award is in favor of the Caron Corporation of New York City, manufacturers of perfume. Mr. Smith was not in court to defend the suit, nor was he represented by counsel.

In September 1928, the plaintiff corporation claimed, that Smith received some 300 dozen bottles, filled with expensive perfume, which had been stolen from the New York plant by an employe. It was said that Smith pleaded guilty to the charge of receiving stolen goods in New York City, the charge growing out of the alleged purchase of the perfume. The Caron Corporation claimed that the value of the stolen merchandise was \$12,300. The jury allowed this sum, plus interest for twenty-one months. Counselor August Roche, of Newark, represented the plaintiff concern.

Protest on Glass Bottles

In T. D. 12205, Justice J. Sullivan overruled the protest, 339240-G of Geo. Borgfeldt & Co. of New York, in regard to glass bottles. The protest was submitted on stipulation. It was found that the bottles such as are covered by the stipulation are not mentioned in the protest. The protest was therefore overruled.



FRANK A. BLAIR

Chemical Salesmen Golf in Jersey

SALES MEN'S Association of the American Chemical industry staged their first golf tournament of the 1930 season on Tuesday, May 20, at Canoe Brook Country Club, Summit, N. J. The attendance came close to the fifty mark. Most of the members and guests arrived at the club during the morning, although the competitions were not scheduled until the afternoon. The morning players were all routed across the road to the new course which most of them found very difficult. In fact, there were no new course records reported. The tournament was played over the old course. Al Alvarez, Grasselli Chemical Co., again proved himself the best golfer, as he did at Lennox Hills last fall, by carding an 86. R. H. Brewer, Liberty By-Products Co., took second low gross with 93 and Ed Orem, du Pont, got third prize with 103. In the low net division there were two classes, A and B, the latter having been those with a handicap of 29 and over. The winners in Class A were S. C. Moody, Calco Chemical Co., net 77, Victor E. Williams, Monsanto Chemical Works, net 79, and I. Neuberg, Warner Chemical Co., net 83. In Class B, Ira P. MacNair, MacNair-Dorland Co., took first with a low net of 79. Following were John Powell, John Powell & Co., net 80, F. S. Dubbs, American Cyanamid Co., net 80 and S. E. Swenson, American Cyanamid Co., net 88. Grant A. Dorland drew the lucky number in the Kickers' competition to take first. J. R. Eldridge, Virginia Smelting, was second and Dr. Eric C. Kunz, Givaudan-Delawanna, Inc., was third.

Besides the golf tournament there was a quoits competition. Ralph E. Dorland, Dow Chemical Co., and Wayne E. Dorland, MacNair-Dorland Co., gained a close decision at 21 to 20 over Victor E. Williams and Grant A. Dorland in the finals. The next tournament is scheduled for July 22 at Fox Hills Golf Club, Staten Island. Details will be announced later by Grant A. Dorland, chairman of the committee.

I. D. M. A. Midsummer Meeting

The Insecticide and Disinfectant Manufacturers Association held its regular Midsummer meeting at the Edgewater Beach Hotel, Chicago, June 9 to 11. Discussion at the session other than that devoted to purely technical questions, centered about the advertising of the members. The convention went on record as pledging the membership to a careful survey of advertising and advertising claims in the industry in an effort to bring about fair and proper methods of advertising and to avoid false and misleading claims.

Russell B. Stoddard of van Ameringen-Haebler, Inc., New York, delivered an interesting and instructive address on the manufacture and particularly the perfuming of fly sprays, urging the industry to establish better standards of perfuming and not to follow methods merely because they were cheap.

John Powell, vice-president of John Powell & Co., Inc., New York, reported on "Insect Killing Week" and outlined plans which are expected to make next season's "Week" of greater importance than ever and of more significance to the general public. Selling was discussed by E. G. Borton, advertising director of La Salle Extension University.

Fourth Annual Symposium on the Genus *Mentha*

by F. J. Bacon, Chairman*

THE Fourth Annual Symposium on the Genus *Mentha* was held May 8 at the Emerson Hotel, Baltimore. The symposium is gaining more and more recognition in the scientific group. This year the attendance numbered about thirty men interested in the subject of mints. Representatives from all the mint growing sections of the United States were present. This symposium was originated in 1927 at St. Louis for the purpose of studying at a round-table discussion all problems connected with the scientific, technical and trade aspects dealing with mints.

At the fourth meeting of the group the following papers were presented and discussed:

1. *Cytological and Genetical Studies on the Genus Mentha*, by Mabel Louise Ruttle, Geneva Experiment Station, Geneva, New York. Eleven species of the genus *mentha* were collected in Germany and England and examined cytologically. The chromosome number of the pollen-mother-cell, egg mother cell and the root tips was determined. The results of the work will probably offer a scientific explanation of the confusing number of forms and types found in the mints.

2. *Another Question About Mints*, by B. V. Christensen, University of Florida. A supposedly true type of *Mentha piperita* L. grown in the Florida medicinal plant garden in 1929 yielded an oil which assayed only 7.23 per cent menthol. It was shown that this exceptional oil contained about 80 per cent pulegone. It is hoped that further study will explain the low menthol content of peppermints grown in the South. It was pointed out that the plant may have undergone a dehybridization or a delayed reduction in the process of metabolism.

3. *Some Notes on Fertilizer Experiments*, by G. A. Russell, Greensboro, North Carolina. Fertilizer experiments were undertaken to demonstrate the effect of various fertilizer combinations on the oil and menthol production. Forty-four plots were established in 1928. The results of two years indicate that no particular fertilizer combination is effective over the other combinations used. All fertilizer combinations increased the herb yield over that of the check plot.

4. *The Mints and Mint Oils*, by Professor E. N. Gathercoal, University of Illinois. An illustrated lecture was given covering the planting, cultivation, harvesting and distillation of mint oils in the producing sections of the United States. The author reviewed the history, statistics, and chemistry of the mint oils.

5. *Histological Studies on the Genus Mentha*, by Helena Hoelscher and F. J. Bacon, Western Reserve University. A comparative study of the several species of mints was presented. Types of simple and glandular hairs were illustrated and classified with a view to determining the age of the leaf for maximum oil production. A direct relationship exists between the types and number of glandular hairs and oil production. It was pointed out that these leaf hairs may be easily brushed off and this may account

* Professor of Pharmacognosy, Western Reserve University, Cleveland, Ohio.

Chairmen of the Standing Committees for 1930-31 of A. M. T. A.

Legislative: A. M. Spiehler

Entertainment: Frank J. Lynch

Transportation: James E. Wilson

Trade Marks: Fred J. Pope

Trade Practices: Abel I. Smith

Tariff: A. M. Spiehler

Research Department: G. A. Pfeiffer

Domestic Production of Floral Products: G. A. Pfeiffer

Finance Committee: Daniel J. Mulster

Odorgraphia: Louis Spencer Levy

As we go to press the chairmen of the membership, resolutions and importations committees have not been decided upon and their names will appear in a later issue, as will also those of the members assisting the chairmen of the above committees.

Plastics Men Meet at Pittsfield

The Plastics Section of the National Electrical Manufacturers Association held its regular business meeting at Pittsfield, Mass., June 13 and 14. The Kurz-Kasch Co. acted as host for the day and arranged a most interesting program which included an inspection tour of the works of the General Electric Co., and a business meeting earlier in the first day. Late in the afternoon, the members were taken to Great Barrington where an informal evening meeting was held.

On Saturday morning, there was a general business meeting to discuss matters of interest to the manufacturers of molded plastics materials, in whose interests the meeting was arranged. One of the important topics considered was the adoption of a system of uniform cost accounting. In the afternoon an informal golf tournament provided recreation.

Philadelphia College Commencement

The annual commencement exercises of the Philadelphia College of Pharmacy and Science took place June 1 to 4. The ceremonies were opened with the Baccalaureate Sermon at the Woodland Presbyterian Church. A dinner to the graduating classes was given on June 2 while June 3 was Alumni Day featured by a baseball game between alumni and students, the dedication of the Drueding Museum, and a sketch by the college Dramatic Society followed by dancing. The Commencement Exercises were held June 4.

for low oil yields at certain stages in the growth of the plant.

The symposium devoted more than four hours to papers and discussions on related problems. The members of the group regret that representatives from the trade were not present. It is hoped that next year the program will be of sufficient interest to attract all people interested in mints.

A. Ph. M. A. Reelects Baketel

THE American Pharmaceutical Manufacturers Association at its convention in Hot Springs, Va., the week of June 9, reelected Dr. H. Sheridan Baketel, president of Reed & Carnick, Jersey City, president for the coming year. Dr. Baketel served in the same capacity last year. With him were elected the following:

Vice-presidents, S. De Witt Clough, of the Abbott Laboratories, Inc., North Chicago, Ill., and H. B. Johnson, of the Zemmer Company, Pittsburgh.

Secretary John G. Searle, of G. D. Searle & Co., Chicago (reelected).

Treasurer, Frank A. Mallett, of the Standard Chemical Company, Des Moines, Iowa (reelected).

Directors for three-year terms, George R. Flint, of Flint, Eaton & Co., Decatur, Ill.; William H. Rorer, of William H. Rorer, Inc., Philadelphia, and Don C. Westerfield, of the Westerfield Pharmacal Company, Dayton, Ohio.

The association also went on record as bending its neck to the demands of the Department of Agriculture for control of its advertising and as endorsing the activities and program of the department with relation to foods and drugs. A resolution advocated Federal legislation placing advertising under departmental censorship.

Entertainment consisted of golf and the annual banquet of the association. Prize winners at the golf tournament were as follows:

Grand low net, the Monsanto cup, by G. A. Beauchamp, Jr., of Merck & Co., 82—18—64.

Grand low gross, an encased gold watch, by J. G. Searle, of G. D. Searle & Co., 80.

Low net in first flight, by E. T. Kirkland, of Irwin, Neisler & Co., 87—12—75.

Low gross in first flight, by H. R. Noonan, of the Drug Products Company, 91.

Low net in second flight, by J. B. Frosst, of Charles E. Frosst & Co., 88—22—66.

Low gross in second flight, by J. C. Fausnaught, of Buffington's, Inc., 92. Low net in third flight, by B. L. Malthie Chemical Company, 102—30—72.

Low gross in third flight, by R. L. Colton, of the Arthur Colton Company, 104.

Consolation prize, by R. H. Thompson, of the E. B. Shuttleworth Chemical Company, 132—30—102.

Prizes in the putting contest for women were won by Mrs. C. G. Predmore, Mrs. Harry Noonan, and Mrs. G. L. Harvey.

All's Well That Ends Well

Butler: "Your wife has run away with the chauffeur."

Husband: "Oh, well, I was going to fire him anyway."—*Life*.



DR. H. S. BAKETEL

In the Valley of Roses

(Continued from Page 239)

politan Museum of Art. Are these "Karakatschan" perhaps the dispersed, direct and unchanged descendants of those nomadic tribes which migrated over the wild mountains of Hellas long before their descendants destroyed the culture of Mycene and settled down to illuminate the western world with the splendor of Athens until their city-loving main stock also decayed in the eternal succession of the time? We do not know. Today the "Karakatschan" are a peaceful tribe, living a natural clean life. They do not kill; they are fed by milk and cheese from their flocks of sheep. They detest villages and cities; the close contact with nature, the all-mother of health, makes them strong. Diseases are rarely known and when they drop in the course of their migrations it is mainly on account of old age.

We returned from the mountain ravines to the Valley of the Roses. On all sides we saw shepherds driving their herds towards the villages. From all sides sounded the tinkling of the bells of the flocks. In the rose fields we heard again the song of girls picking their evening crop. The setting sun made contrasts disappear. The poverty of the villages seemed to vanish—to merge into the peace and happiness of a perfect pastoral.

We proceeded on our way into the night. We encountered armed peasants, sentinels against a gang of robbers haunting the ravines and forests of the immense mountain woods.

Late in the evening we returned to the factory. In a corner of the court yard our cook was busy near the open fire. A little further away bizarre and picturesque figures in heavy fur dresses cowered around an open fire; their silhouettes were reflected by the wild flames and danced a fantastic Oriental dance on the white brick walls.

Quiet and silent we rested in our chairs. Above us flickered the stars of a gorgeous night sky. From the mountains across the plain swept a soft and balmy evening breeze—cooling, invigorating. From afar came soft and strange music vibrating in its melody like the bright stars in the dark sky, awakening in me strange and slumbering emotions. Where in the world had I heard such music before?

It was far away from Bulgaria, in the south of Spain, on those mild and balmy evenings of golden Andalusia, in the moonlight bathed garden of some Pulgueria outside of Seville. No, it was no dream music. I remembered those unforgettable songs, with the strange nasal sounds, accompanied by the tunes of guitars, the passionate rattling of castanets and the wild dances of "flamances."

Songs and flute dances of shepherds, old as mankind, brought thousands of years ago from the deepest interior of Asia and Arabia by Oriental nomads and warriors and still alive in Andalusia and in the "Valley of the Roses."

Powder Value

What a wonderful grandfather your grandmother might have given you, had she in her girlhood years been permitted to powder her nose.—*The Silent Partner*.



Everett-Gould, Inc., New York City, agents for Les Parfumeries de Gabilla of Paris has been reorganized and a company to be known as Gabilla, Inc., New York, has been formed to take over the American agency for this important French line.

D. H. McConnell, Jr., president of Hinze Ambrosia, Inc., will be president of the new company, and associated with him will be A. William Herbst (president of the General Cosmetics Corporation), as vice-presi-

in Kelly, Converse & Co., New York financial house, and Albert Cousinery of Les Parfumeries de Gabilla, Paris.

Mr. Herbst will continue as president and general manager of the General Cosmetics Corporation, whose offices have been moved to 11 West 42nd Street.

Plans are now being made for an extension of the Gabilla activities in this country along merchandising lines. An extensive advertising campaign is being



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D. H. McCONNELL, JR.



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A. W. HERBST



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J. B. GOULD

dent and general manager, and J. B. Gould of Everett-Gould, Inc., as vice-president. Directors of Gabilla, Inc., in addition to these officers, will be D. H. McConnell, Sr., president of the California Perfume Co., New York, Arthur F. Krakeur, president of Grande Maison de Blanc, Inc., Pierpont M. Hamilton, partner

planned and will be carried on under the direction of Cowan & Dengler, New York advertising agents.

The company will continue to occupy offices at 11 West 42nd Street and will also continue its previous practice of importing its products complete. No manufacturing or packaging will be done here.

The plant and machinery of the Kelpine Products Co., manufacturer of soap from kelp, has been moved from Anacortis, Washington, to Seattle, where adequate space in one of the pier terminal buildings has been secured. The plant was moved on account of certain economies in manufacture and shipping from the new location.

The Lincoln Chemical Co., another kelp soap project, is now in operation in Anacortis, being established in convenient quarters on the shore front near one of the most abundant kelp districts on the Coast.

* * *

Dr. Henry Hurd Rusby, Dean of the College of Pharmacy, Columbia University, has been unanimously elected to Honorary Membership in the British Pharmaceutical Society. This is an honor conferred very infrequently and is considered one of the highest honors in pharmacy. So far as we know, Dr. Rusby is the first American recipient.

Jean Patou, Inc., has been organized following the recent visit of Jean Patou to this country and will place on the market a line of perfumes. It is expected that the line will be formally launched in the autumn. Offices have been taken at 730 Fifth avenue, New York.

The official personnel of the new company has not been formally determined as yet but it is expected that Jean Patou will head the company as president and that the other officers will include R. C. Adams, vice-president of the Bancamerica-Blair Corp., New York, Laurence A. Steinhardt, attorney, New York, and Marcel Ulman of Paris. Mr. Ulman was here recently in connection with the affairs of the company and will return later for its formal opening.

* * *

We are advised that the name of the Salovex Corporation, Detroit, has been changed to P. X. Products. No change in personnel or policies is involved in this change.

On June 3, a final meeting of the Entertainment Committee of the American Manufacturers of Toilet Articles for 1930 was held, several members of the committee meeting at the New York Athletic Club in the morning and going from there to the Siwanoy Country Club at Bronxville, N. Y. Here luncheon was served and the party then adjourned to the excellent and sporty links of the club and tried out their golf games. We are unable to print the scores for at the request of one or two of the players, details were withheld from an anxious press.

In the evening, several members who could not be present for the tournament, joined the group at dinner and afterward enjoyed bridge and other indoor sports. Those present reported a splendid outing and an excellent time.

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Georges Klotz, president of Pinaud, Inc., New York, and head of Parfumerie Ed Pinaud, Paris, returned home early this month after a brief visit to the New York company. Mr. Klotz devoted his visit to conferences with John J. Quinn, vice-president, and other officials of the company and to the consideration of elaborate plans for expanding the American business.

* * * *

Mr. and Mrs. J. H. Curry of New York City left on May 29th for a trip of about two months through the west. Although they will visit many of their friends in the trade while in California and other states, their visit is chiefly one of pleasure.

During Mrs. Curry's absence her sister, Miss Jessica Ogilvie will have charge of the New York salon of Ogilvie Sisters.

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Dr. Martin H. Ittner, chief chemist of the Colgate-Palmolive-Peet Co., at its Jersey City plant, was honored by Colgate University, Hamilton, N. Y., at its recent Commencement exercises. Dr. Ittner received the honorary degree of Doctor of Science from the university. He is a graduate of Washington University, St. Louis, holding the degrees of Bachelor of Science and Bachelor of Philosophy from that institution. He later took graduate work at Harvard leading to the degrees of Master of Arts and Doctor of Philosophy.

Dr. Ittner has been connected with Colgate & Co., for 34 years and holds membership in practically all of the leading scientific societies in the chemical line and is also a member of the Industrial Alcohol Advisory Committee. His many friends in the perfume and toilet preparations industry will join us in congratulations on this well-merited honor.

* * * *

The Armand Co., Des Moines, Iowa, has appointed M. G. Vidulich in charge of sales in the East. He will be located in the Chanin Building, New York, and will cover the Eastern section of the country.

DR. MARTIN H. ITTNER

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Among the recipients of degrees at the annual commencement of Columbia University, New York City, the first week in June was Miss Margaret Hutchinson Kennedy who was awarded the degree of Doctor of Pharmacy. This degree was earned by her work as Louis Spencer Levy Research Fellow at the College of Pharmacy, her efforts during the last two years being

directed toward an investigation of the uses of ultra-violet radiations in the essential oil industry. We have already had the privilege of publishing some of the results of this work and more will appear in later issues. This is a degree conferred very infrequently and Miss Kennedy is its first recipient at Columbia in 15 years.

Miss Kennedy was graduated from the Albany College of Pharmacy of Union University in 1922 with the degree of Pharmaceutical Chemist. After serving as pharmacist at the Memorial Hospital in Albany and later at the Syracuse University Hospital, she accepted the fellowship and has devoted the last two years to research under the direction of Dr. Curt P. Wimmer, professor of pharmacy at Columbia. We are pleased to report that this work has led to some very interesting and worthwhile results and to extend our congratulations to Miss Kennedy on the successful completion of her course.

The Editor is in receipt of a letter from Dr. Henry H. Rusby, Dean of the College of Pharmacy, Columbia University, commenting upon Miss Kennedy's work as follows:

"On behalf of the Faculty, as well as personally, I wish to express my high appreciation of the great service that you have rendered to this school, as well as to pharmaceutical education generally, in the establishment of the Research Fellowship that has been utilized by Miss Margaret Hutchinson Kennedy, and for your further generous offer to continue this provision for another two years.

"It is also a great pleasure for me to be able to tell you how well Miss Kennedy has improved the advantages offered her. None could work more faithfully nor more successfully than she has done. Her thesis is a masterpiece. The entire event is a historical one for this college, and I am sure you will experience a warm satisfaction in having been the author of it.

"Sincerely yours,

H. H. RUSBY, Dean."

Miss Kennedy plans to spend the summer taking a well earned vacation at her home in Washington County, New York, returning in the autumn to seek a commercial connection where the results of her research work can best be utilized.

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Directors of the El Dorado Oil Works have recommended to stockholders a merger with the Colgate-Palmolive-Peet Company on an exchange of stock basis, it was reported yesterday. It is proposed to issue 25,000 shares of preferred and 30,000 shares of common stock of Colgate-Palmolive-Peet for the 150,000 outstanding shares of El Dorado. It is planned that the merger be consummated by July 1 and that the entire properties and assets of the El Dorado company be taken over.

The El Dorado Oil Works, which manufactures coconut oil and meal, had assets of \$3,154,162 as of Dec. 31. Current assets were \$2,515,717, current liabilities \$183,365 and surplus \$1,183,597.

* * * *

Passing of the 50-cent quarterly dividend by Coty, Inc., was due to the decision of the directors to pay maturing obligations assumed in the purchase of foreign companies last year out of current earnings rather than to make an offering of securities under the present market conditions, it was learned recently. In acquiring Ominum de Participations Industries de Luxe, better known as Opil, holding company for the various Coty European companies, the American company assumed \$11,826,923 in bonds, a payment on which of \$1,222,807 will be due on Oct. 7.

Earnings in the first quarter of this year amounted to 61 cents a share on the common stock.

* * * *

Stockholders of the Vick Chemical Company approved May 26th its merging with Drug, Inc. The plan calls for taking over all assets and liabilities of the Vick company by Drug, Inc.; the issuance of 456,000 common shares of Drug, Inc., common stock to Vick stockholders, and ultimate dissolution of Vick.

On the pro rata distribution of Drug shares among Vick stockholders each share of Vick stock will receive fifty-seven one hundredth share of Drug stock. Stock certificates and scrip will be distributed on this basis. After dissolution of the present Vick company, the Drug company plans to form a new Vick Chemical Company to operate the Vick business.

The Vick Chemical Company has declared a dividend of 26½ cents a share, representing the difference between the present dividend of Drug, Inc., with which it has just been merged, and the Vick company for the period to Sept. 1, the end of Vick's dividend year.

* * * *

Mizrahi's Perfumery Laboratorium Co., Inc., with principal offices in Mexico City, a branch office in Los Angeles, Calif., and mail addresses in New York and Wilmington, Del., has been incorporated for \$3,000,000 in the state of Delaware. The company has acquired the trade mark Mizrahi and will manufacture toilet preparations. Leon Aillaud is its president and Rafael B. Mizrahi is vice-president, general manager and technical director, while Ignacio Guijosa is secretary and treasurer.

* * * *

N. J. DeLamar, export manager of McCormick & Company, extract and essence manufacturers, of Baltimore, Md., is now on an extended business trip through South America for the purpose of establishing new connections for his firm. He expects to return some time in July.

Willard Ohliger resigned as president and general manager of Frederick Stearns & Co., at the meeting of the board of directors, May 21st. He was immediately elected chairman of the board, and Frederick Sweet Stearns named president and general manager. In a statement Mr. Ohliger said:

"On account of my health it has become necessary for me to spend the winter months in a warmer climate, hence I am resigning as president and general manager to accept the position of chairman of the board.

It is my intention to remain associated with the business in an active advisory capacity and I expect to be at the laboratory during the greater part of the summer."

Mr. Ohliger relinquishes active executive charge of Frederick Stearns & Co. after 15 years of closest supervision of every activity of the company here and abroad. Trained in the ways of business administration by the late Frederick Kimball Stearns, he was admirably fitted to carry on the program of expansion inaugurated and outlined by Mr. Stearns. The fact that Mr.



WILLARD OHLIGER



FRED'K S. STEARNS

Ohliger was named his administrator and executor was succinct proof of Mr. Stearn's esteem and confidence.

Under Mr. Ohliger the company broadened and intensified its facilities of distribution and launched its first significant national and local advertising campaigns.

At his instigation, Frederick Stearns & Co. founded at the University of Michigan a medicinal plant garden for investigating the culture of imported drug plants, and also maintained a fellowship for research at the University. Mr. Ohliger has been active in the affairs of the American Drug Manufacturers' Association and held the position of vice-president for several years.

Frederick Sweet Stearns, who succeeds Mr. Ohliger in the executive direction of the company, is the grandson of that Frederick Stearns who founded the business in Detroit in 1855. Mr. Stearns now takes up the responsibilities of president and general manager held successively by his grandfather, his father, and then by Mr. Ohliger, after approximately thirty years of close connection with the business. Before becoming chairman of the board in 1924, Mr. Stearns has been assistant treasurer, treasurer and vice-president, and possesses an intimate knowledge of all details of the business. He had held the chairmanship of the board from 1924 until the present time.

Col. and Mrs. Marston Taylor Bogert are planning to sail for Europe on the *George Washington* on August 19, going first to Paris and thence to Belgium where they expect to attend the meetings in Liege of the Société de Chimie Industrielle of France and the Congress of the International Union of Pure and Applied Chemistry, to which meetings Col. Bogert goes as official delegate from the National Academy of Sciences, the National Research Council, the American Chemical Society and certain other organizations. These meetings will be held from September 7-20. This being the centennial year of the independence of Belgium, international expositions are being held at Liege and also at Antwerp.

Dr. and Mrs. Charles L. Reese of Wilmington will accompany Col. and Mrs. Bogert, since Dr. Reese is the American vice-president of the International Union, as well as a director of the DuPont Corporation.

Upon the conclusion of the meetings in Liege, the Bogerts will probably return to Paris as headquarters, and will spend most of the month of October in France, renewing acquaintances with chemists, educators and other friends there.

* * * *

A new company known as the **Masco Laboratories, Inc.**, has been established at Lynn, Mass., for the manufacture of a line of pharmaceutical preparations. The products are put up in attractive bottles and wrapped in cellophane. The president, Joseph S. Morris, of Salem, is a registered pharmacist.

* * * *

We are introducing to our readers this month another new contributor to our pages. C. F. Peehl, whose series of articles on problems of factory management in the cosmetic industry begins on page 235, has had long experience in his field and is especially well qualified to discuss these questions. Mr. Peehl is a native of New York and holds the degree of Master of Engineering from Stevens Institute of Technology. He has also studied business administration and accounting problems in Columbia University.

After two years service in the army, he joined the American Hard Rubber Co., as production engineer. He later served as engineer and factory manager with two of the leading soap and toilet goods manufacturers, supervising installation of new equipment and the manufacture and production of toilet preparations. We are confident that the series on factory management which he starts in this issue will be of interest and value to all of our readers.

* * * *

Walter W. Evans, Jr., and Henry Reynolds are now connected with Pinaud, Inc., Mr. Evans covering Southern territory and Mr. Reynolds, Chicago. The former was formerly connected with the Mennen Co., and the latter with Raquel.

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C. F. PEEHL



J. & E. Atkinson, Ltd., well-known perfumers of London, England, have appointed the Kent Brush Sales Corp. of New York, exclusive United States agents and distributors for their well-known line of toilet soaps and perfumes.

John H. Moore, president of the Kent Brush Sales Corp., spent a month in London recently, familiarizing himself with the manufacturing processes and distribution methods of his principals. Mr. Moore has been active in the merchandising of toilet goods for over twenty-five years and enjoys an unusually wide acquaintance with buyers in every section of this country. For twenty years he was associated with the Prophylactic Brush Co.; over five years as sales manager, where his genius for sales and merchandising won

him national recognition. When the Kent Brush Sales Corp. was formed in 1927, as American Sales Agents for Kent's British brushes, Mr. Moore was elected president. It is his intention to merchandise the Atkinson line through his present sales staff of seven men, which represents complete national coverage. The entire line has been repackaged in the modern note without sacrificing the pleasing "family resemblance" to the former packages.

J. & E. Atkinson, Ltd., are one of the oldest British perfume houses, being established in 1799 at London, England. Their line consists of perfumes, powders, creams, rouges, soaps, tooth pastes, shaving creams and shaving soaps. Although Atkinson have not had any official representative in this country for over 7 years, the line enjoys some distribution. The former policy of distributing through department stores and high class drug stores will be continued backed up by an intelligent advertising campaign. A permanent display of the complete line is now featured at the New York showrooms at 411 Fifth avenue.

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W. G. Patterson, Inc., which operates a large chain of stores in the South and has its headquarters at Birmingham, Ala., has purchased all of the assets of the Marsha Co., of Nashville, Tenn., from the receiver for that company. While definite announcement of its plans has not yet been made, it is expected that the Patterson company will continue to operate the Nashville plant and produce the lines formerly manufactured by the Marsha Co.

* * * *

In connection with the new store of B. Altman & Co., New York department store, which was recently opened on Mamaroneck avenue, White Plains, N. Y., Mr. Charles of Charles of the Ritz, has established a salon. He has also opened a salon at Southampton, L. I., and is planning on extending the chain throughout the country.

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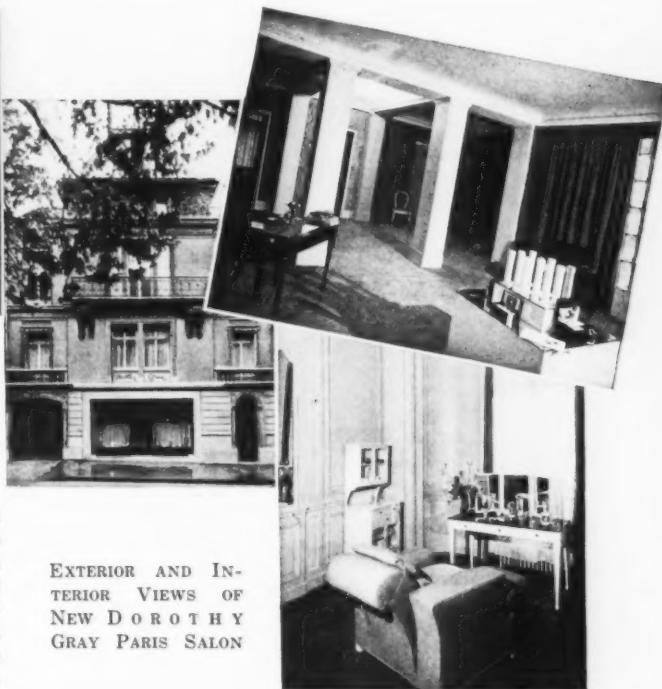
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The new Dorothy Gray salon in Paris occupies the entire building at 34 avenue George V, just off the Champs Elysees. The building is an old French house of the Renaissance period, built of stone and with a side driveway leading to a little courtyard in back.

You may enter the building either from the front or from this side driveway. As you enter there is a large reception room where the powder blending, make-up and skin consultations are taken care of. Leading to the treatment rooms above is a beautiful old walnut staircase, or if you prefer to ride, there is an elevator in the rear. The reception room on the second floor is an exceedingly beautiful room with old walnut wood-work done in the Roiserie manner. As much of the old French house as was possible has been kept intact and the result is one of dignity and beauty.

The treatment rooms are gray and pink, with panelled walls. The equipment is modern and conforms exactly to the standard of the American Dorothy Gray



EXTERIOR AND IN-
TERIOR VIEWS OF
NEW DOROTHY
GRAY PARIS SALON

salons. The operators in attendance are French and Russian. However they all speak English.

After you have had your treatment you may return to the terrace where tea is served under huge umbrellas. Miss Wendy Mayhew, manager of the salon, is always in attendance to make everyone feel welcome as well as to see that the best of attention is given visitors.

The Procter & Gamble Company of Cincinnati, has completed negotiations for the acquisition of the assets of James S. Kirk & Co., soap manufacturers of Chicago, it was announced on June 4th. The Procter & Gamble Company will continue the manufacture of the Kirk brands of soap in addition to manufacturing its own products in the Kirk factories, the capacities of which can be doubled with very little additional expense, according to the announcement.

The authorized statement from the Procter & Gamble Company said: "The opportunity to purchase the assets of the Kirk company came as a result of our activities toward locating a manufacturing unit in Chicago to facilitate the handling of our business in that territory." The purchase price has not been disclosed.

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Shiono Koryo Kaisha, Ltd., Osaka, Japan, has taken over the firm of Kichibei Shiono of the same city. Both companies have been manufacturers and importers of raw materials for perfumery and flavoring extracts.

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New members recently announced by the Association of National Advertisers include Richard Hudnut, New York, represented by F. W. Heymeyer and Thine Products, Inc., New York, represented by J. L. Miller.

We have received an interesting letter from Henry G. Dusenbury, perfumer for Richard Hudnut, New York, written from Cannes. Mr. Dusenbury advises us that the season for flowers has been rather bad this year owing to too abundant rainfall. The orange flower crop was fair considering the frosts and cold weather of last year. The rose crop is only about a third of that of last year but prices for the flowers were low and the products should not be high in price. Jasmin is as yet an unknown quantity but the carryover from last year is heavy and advancing prices are not expected.

Mr. Dusenbury spent about ten days in Grasse and vicinity after a trip through Spain which he reports was very enjoyable.

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We have received a card announcing the engagement of Marie-Louise Euziere to Pierre Rocolle. Miss Euziere is the daughter of Mr. and Mrs. Henri Euziere of H. Euziere & Co., Grasse, France, and Mr. Rocolle is sub-lieutenant in the 18th Battalion of Alpine Chasseurs.

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William Bonyun is now connected with Kathleen Clifford, Ltd., Chicago, as Eastern sales manager. His headquarters are at the Chicago offices.

Parfums Astrologique is the name of a new company with offices in the Heckscher Building, 57th street and Fifth avenue, New York City. It was recently organized to market perfumes by Dr. L. J. Stern, French chemist and student of metaphysics. As the name implies, the idea back of this new line is associated with the study of astrology. Astrologers divide the year into twelve astral or zodiac periods which Dr. Stern contends "transmit their own peculiar vibrations to every human, animal and flower. Dependent upon the period of the year in which one is born is one's personality, and consequently a perfume made from the flowers that are ruled by that period is the scent that will blend with and complement the personality." With this belief in mind, Dr. Stern has made twelve different odors, one for each of the twelve periods.

Dr. Stern bases his appeal to the public upon the work which he has done in astrology, a pseudo-science which was the forerunner of modern astronomy and which developed the idea that the type of each individual is governed by the grouping of the stars at the time of his birth. He refers especially to the translation of a manuscript dating from the seventeenth century and written by Prince Ragoczy, Comte de St. Germaine, which revealed a life study of flowers that are ruled by each sign of the zodiac. He believes that the perfume buying public will be intrigued with the ideas derived from this paper which is the basis of his theory.

The appeal will also be based upon his claim that each of the twelve odors which he presents is the result of a blending of twelve flowers growing under the sign of the zodiac which covers its particular period. This idea of "personality perfumes" is not a new one in the trade but its association with the signs of the zodiac will, in Dr. Stern's opinion, be unusually appealing.

The perfumes have already been introduced to the American market during the last few months. They are attractively packaged in onyx crystal containers with a stopper which Dr. Stern says was "inspired by the gazing crystal wherein seers vision the future." They are enclosed in attractive black cases lined with white kid. Other products in the line are packaged in similar containers.

At present the line is controlled by Dr. Stern individually, but he advises us that in the near future a corporation will be formed backed by "well-known interests" in the perfume industry and an extensive publicity campaign will be inaugurated.

* * * *

James S. Kirk & Company, Chicago, Ill., has recently introduced on the market a new soap, known as Pall Mall. The new product is distributed through drug and department stores only. It is produced in pastel shades to harmonize with the modern bathroom.



DR. L. J. STERN

Ogilvie Sisters, New York City, have this year introduced their treatments into Canada, and they have met with such success and been received with such enthusiasm that the program which started with the installation of their treatment in the salon at T. Eaton Ltd., Stores has developed so that now their treatments are being given in practically all of the larger cities throughout Canada, their latest development being with David Spencer, Ltd., in Vancouver. Miss Fredrica Corbett for several years with the Ogilvie Sisters has been spending about a month at the latter store and is very much pleased with the results she has obtained from her demonstrations.

* * * *

J. I. Poses, vice-president of A. A. Vantine & Co., New York City, is taking a lengthy Western trip in the interest of his company. He expects to attend the convention of the Pacific Coast Division at Santa Cruz, Calif., and later the convention of the Middle West Division in Chicago, returning to New York about the first of July to conduct the Eastern convention which will be held at the company's principal office in New York.

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The latest issue of *L'Eclaireur Agricole et Horticole*, published in Nice, contains a beautifully illustrated descriptive article regarding the floral plantations of Etablissements Antoine Chiris. The article gives a brief history of the company and describes in detail some of the many projects of floral culture now being carried on in the extensive plantations in Grasse. Pictures of the flower fields and of Georges Chiris, head of the company, and M. M. Karleskind, director, are included.

* * * *

The Drug and Chemical Section of the New York Board of Trade, Inc., has appointed Ray G. Schlotterer secretary to succeed the late William F. McConnell who

held the office for more than forty years. Mr. Schlotterer was graduated from Princeton in 1922, majoring in chemistry. After some experience in South America with the Braden Copper Co., he became connected with the American Bankers' Association, having charge of the thrift education activities of that body. In this work he was exceptionally successful and he came to the Board of

Trade with a distinct record of achievement. The Section is fortunate in securing his services as its secretary, a position of great importance to the entire drug and chemical trade.

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Miss Roberta Yeaton has joined the executive staff of Francene, Inc., New York manufacturer of cosmetics, as advertising manager. For the present this company will continue to use newspapers and business papers in its advertising. Later on it plans to use magazine advertising.

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RAY G. SCHLOTTERER

Van-Ameringen-Haebler Inc., New York City, has been engaged for several months in remodeling, rearranging and re-equipping its plant located at Elizabeth, N. J. This is the plant formerly occupied by Morana, Inc., and since its rearrangement is one of the best equipped and most modern in the essential oil and aromatic chemicals industry.

On a recent visit, a representative of this journal found the reconstruction of the plant virtually completed. He was taken first to the plant offices which had been remodeled and refurnished with ample space for keeping cost and control records, etc.

The reaction room was next visited where several large batteries of reaction kettles are in operation. This room is so completely equipped with mechanical and electrical control devices that a force of only two men is sufficient to take care of enormous batteries of machines, even when all of them are in capacity operation.

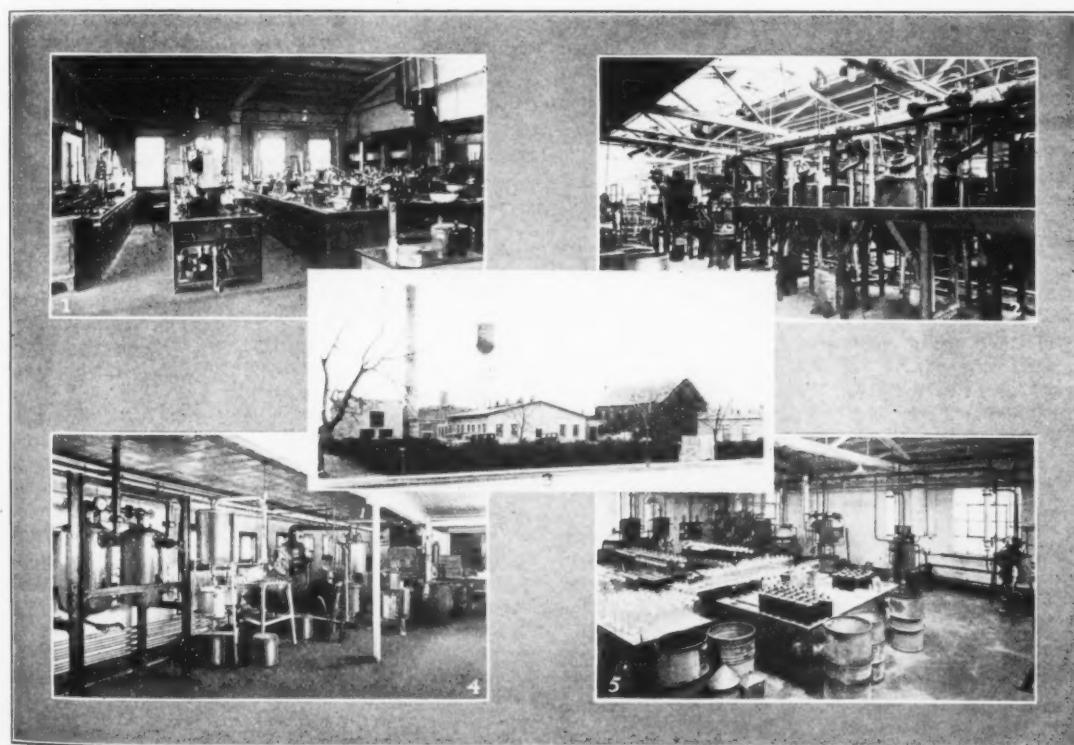
From the reaction room those materials which need further distillation are conveyed for a short distance to the stills. Plans are now under way for connecting these two rooms by means of piping which will obviate the necessity for hand work. In the still room which is illustrated herewith, a battery of vacuum stills suitable for various purposes has been installed. The temperatures and vacuum pressures in these stills are electrically controlled and the vacuum pump apparatus segregated in such a way as to make for the most efficient and practically noiseless operation of this important

division. Ample storage facilities for finished products coming from these stills are also provided in a section of the same building and are most conveniently located for handling the material.

A completely equipped flavor department in an entirely separate building, not previously utilized by the company, has just been installed and equipped to take the place of the former flavor department which was located in the rooms now occupied by the distillation department. Here pressure kettles and stills are conveniently located to handle the large amount of material which the company processes during the season.

A separate building houses the analytical and research laboratories of the company. To these laboratories come samples of supplies and materials and a careful chemical control is here maintained on all goods in process of manufacture as well as a careful check upon the finished product. In addition, research work on new products and on the improvement of all old ones is constantly going on in this laboratory as well as actual manufacturing work on materials which can be produced only in small quantities.

Power for the plant is furnished by a completely equipped and very efficient boiler room containing two large steam boilers and the necessity for practically constant pressure has developed a system by which the steam pressure is most carefully controlled and allowed to fluctuate only within very narrow limits. Mechanical and electrical devices for recording of temperatures and pressures has been attached to all



1. LABORATORIES. 2. REACTION ROOM. 3. EXTERIOR. 4. FLAVOR DEPARTMENT. 5. DISTILLATION ROOM.
VIEWS OF THE PLANT OF VAN-AMERINGEN-HAEBLER, INC., AT ELIZABETH, N. J.

pieces of apparatus in such a way as to minimize the chances of accident in progress as well as the amount of labor required to operate the plant. In fact, for the volume of material which is processed annually, the cost of labor has been reduced to exceedingly small limits.

A further feature is the development of a method for loading and unloading the reaction kettles and the stills in such a way that the loss of material through evaporation is small and consequently the intensity of the odors of the plant has been reduced to a minimum. While it is obviously impossible to operate essential oil and aromatic chemical plants with no odor at all, the plant at Elizabeth closely approximates that ideal.

The accompanying photographs show the exterior and several interior views of the plant, but can give only a sketchy idea of its size and efficiency. The company is to be congratulated upon the rearrangements which have given it such excellent facilities for the production of the materials in which it specializes.

* * * *

Kay-Fries Chemicals Inc. has been organized with headquarters at West Haverstraw, N. Y., and has taken over the business of Kay Laboratories Inc., and purchased the assets of Fries & Fries Co. of Cincinnati.

The new organization will continue to manufacture denaturants for alcohol and also insecticide and disinfectant specialties which have been made by Kay Laboratories, and will continue and expand the line of aromatic chemicals and derivatives manufactured by Fries & Fries Co. at its plant in Cincinnati, retaining that plant until a new one now in process of construction at West Haverstraw, N. Y., is completed.

Fries & Fries Co. business was established a number of years ago and built up a good volume in the manufacture of aromatic chemicals and derivatives.

Alfred G. Kay, president of Kay Laboratories Inc., is president of the new company, and with him are associated E. H. Watson, vice-president and director of American-British Chemical Supplies, Inc., New York, as vice-president; and J. T. Ames, secretary and treasurer of Kay Laboratories Inc., as secretary and treasurer.

On the board of directors of the new company in addition to the officers, are W. McC. Cameron, first vice-president of the Celanese Corporation of America; and Sir William Alexander, chairman of Chas. Tennant & Co., Ltd., Glasgow, and president of American-British Chemical Supplies, Inc.

A new plant is now under construction at West Haverstraw on a site adjoining that of the present buildings of Kay Laboratories Inc. When it is completed, the company's entire production will be centralized at this point to provide better service and to effect economies in manufacture.

The company's products will be marketed through the American-British Chemical Supplies, Inc., which has been appointed sole selling agent. The latter will also continue to handle the line of chemicals manufactured by Chas. Tennant & Co., Ltd., of Glasgow. Its plan is to expand production in aromatic chemicals and specialties in addition to a line of products used in the solvents and plasticizer field.

Among the distinguished guests recently greeted at the City Hall in New York was the Marquis de Dampierre who arrived on the new motorship *Lafayette*, May 26. At the Battery he was met by an escort of the Monticello Guard of Charlottesville, Va., dressed in picturesque French Colonial uniforms and escorted to the City Hall where he was greeted by Acting Mayor McKee on behalf of Mayor Walker.

The Marquis, who is a direct descendant of Lafayette, is a director of Les Parfumeries de Gabilla, Paris, and is also associated with other French industrial enterprises.

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Fred L. Butz, vice-president and New York representative of the Waterbury Paper Box Co., Waterbury, Conn., will complete twenty-five years of service with this company July 1.

In a recent issue of its house organ the company published the following tribute to Mr. Butz: "Steady, sincere, sterling character, charming personality, he hits the line hard and never fails to bring down the orders."

Mr. Butz completed his education in 1895 when he joined Colgate & Co., by whom he was employed for eight years. Following this he served in the Brooklyn agency of the Pope Motor Car Co. of Toledo, Ohio. He resigned to join the Waterbury Paper Box Co. as its New York representative July 1, 1905, a position he has held with credit ever since.

The first New York office, occupied by the company for 18 years, was at 253 Broadway. After this the office was moved to 261 Broadway, where it remained until 1929, when in harmony with up-town movement, offices were secured in the Pershing Square building.

Mr. Butz's long and favorable service with the company resulted in his election as vice-president in 1928. In addition to acting as New York representative for the Waterbury Paper Box Co., Mr. Butz represents the White Metal Manufacturing Co. He has lived in Brooklyn for 48 years.

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At the first annual sales convention of the Francene, Inc., manufacturers of cosmetics, held at the offices of the company, 260 Fifth Avenue, New York City, on May 16, 17 and 18, plans were made for the expansion of sales to the Rocky Mountains and in eleven foreign countries.

Executives also stated that manufacturing facilities would be increased to meet the demand expected as a result of the added sales outlets.

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The House of Tre-Jur, New York, has appointed J. L. Tubman sales manager for the Middle West.

Mr. Tubman will make his headquarters in Chicago. He visited the New York headquarters recently to consider plans for expanding Tre-Jur business in his territory.

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J. & E. Sozio, Grasse, France, one of the oldest raw material houses in Europe, announces the appointment of E. Lelong, New York City, as United States representative for its complete line of natural floral oils and essential oils. Since its organization in 1757, the firm has been headquarters for geranium and lavender oils and has been distilling absolute flower oils and natural essential oils as well as manufacturing resins, etc.

E. Lelong is well known in the United States as the representative of Sopros, Mantes, France, manufacturers of synthetic and aromatic chemicals. Mr. Lelong has been identified with the perfume and toilet preparations industry in various branches both here and abroad since 1890. Associated with him in the business is his son Paul H. Lelong who, like his father, had been identified with the toilet preparations and raw materials industry since he completed his education.

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John ter Veer, secretary of Polak's Frutal Works, New York City, sailed June 4 on the *America* with Mrs. ter Veer for Holland. Mr. and Mrs. ter Veer plan to spend their vacation in Holland and Switzerland, and expect to be away until the end of August. While abroad, Mr. ter Veer will spend considerable time at Amersfoort, where the headquarters of the parent company are located.

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Felton Chemical Co., Brooklyn, N. Y., has completed the installation of new equipment for the manufacture of amylo cinnamic aldehyde and rhodinol on a large scale. Constant demand for these products made it necessary for the company to increase its manufacturing facilities.

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Synfleur Scientific Laboratories, Inc., Monticello, N. Y., manufacturers of perfume and flavoring raw materials, has advised us of the appointment of G. Philip Schmitt in charge of their flavoring department. Mr. Schmitt is thoroughly familiar with flavors in all their phases through his experience during the last four years as chief chemist for Loft, Inc., prominent confectionery manufacturers, and prior to that a flavor research chemist both here and in Europe. Mr. Schmitt, in addition to supervising the production of Synfleur flavoring specialties, will be available to advise and consult with consumers regarding their flavor problems.

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Montgomery St. Alphonse, secretary and treasurer of W. J. Bush & Co. (Canada) Ltd., Montreal, sailed from that city on the *Laurentie* May 31 for his annual visit to England. He will spend his time with W. J. Bush & Co., Ltd., London, returning about the middle of July. Mr. St. Alphonse was a visitor in New York, May 23, where he conferred with R. R. Webb and H. Brinsley Bush.

Horace V. Marr, managing director of Plaimar, Ltd., Perth, Western Australia, well known distributors of Australian sandalwood and other essential oils, arrived in the U. S. A. on the *Mauretania* on May 5 from England and returned on the *Berengaria* June 3.

His visit to the United States was for business purposes. Mr. Marr has been managing director of his company since its inception and in his capacity as a chemist was responsible for the production of the oil distilled from Australian sandalwood described as *Santalum Spicatum*, which is now available in increasing quantities in the world's markets. He brought with him to the United States several new essential oils of Australian origin, cinnamon-massoi, araucaria and huon pine oils, all of which he stated

should be able to find a market in this country for their respective purposes. Huon pine oil, according to Mr. Marr, contains 97% methyl eugenol; cinnamon-massoi 65% to 67% eugenol, whilst araucaria oil has found a ready demand in European countries as a fixative. This oil contains esters of geraniol together with a high percentage of eudesmal.

Commenting on Australian sandalwood oil, he stated: "The Australian product is being used in increasing quantities for medicinal purposes and also as a soap perfume. Its therapeutic properties have been established for a number of years. The oil has been officially recognized in the French Codex since July 1927 and we hope that the Revision Committees dealing with the next editions of the American and British Pharmacopoeias would come into line and insert it for use in medicine. The State of Western Australia has sufficient supplies of raw material to support the industry for many years to come."

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The Carroll Perfumery Co., West Haven, Conn., has requested bids for the construction of a new five story factory and office building in that city, at an estimated cost of from \$70,000 to \$100,000. The factory will occupy the three upper floors of the plant and the lower floor will contain three stores. The Connecticut Drug Co. is expected to take space in the building when it is completed.

* * * *

Givaudan-Delawanna Inc., moved their New York offices on June 17 from 101 Fifth avenue to 80 Fifth avenue, where the company has taken an entire floor and will occupy approximately double the floor space which was available at the old address. The rear of the floor will be used as laboratories by the company's three perfumers, and after generous provision for New York stockroom, ample space for general offices and private office of Dr. Eric C. Kunz and other executives, is available. The new offices are most conveniently located and will still further add to the facilities which the company has for serving its many customers.



HORACE V. MARR



G. PHILIP SCHMITT

Addington Doolittle, secretary of Compagnie Parento, Croton-on-Hudson, N. Y., and Mrs. Doolittle, returned on the *Vulcania*, June 16, from a trip through Europe which took them to France, Austria, Hungary and Bulgaria. Mr. Doolittle visited his principals, Organico, at Nanterre, France, where he spent two weeks and from there went to Vienna and Budapest.

He then visited Bulgaria, making his headquarters with Bottu Mitow at Kisish-Mahle for whom his company distributes otto of rose. Later, he spent some time in Southern France where he visited his principals, Pierre Dhumez, at Vallauris and arranged to represent the Cooperative Syndicat Bas-Alpin of Valensole for the sale of oil of lavender.

This syndicate has not been represented in the United States heretofore, although its products are well known in the French industry. It is headed by Auguste Jean Gouin as president with Edouard Dauphin, vice president, Francois R. Gibert, director and Maurice M. Monier, secretary.

Mr. Doolittle advises us that he took many interesting motion pictures and we hope to have the pleasure of publishing some of the results of his photographic work in an early issue. Upon his return, he left for Chicago to attend the convention of Rotary International. He is a director of the Rotary Club of Croton.

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Dr. Bernard H. Smith, president of the Virginia Dare Extract Co., Brooklyn, N. Y., and Mrs. Smith, sailed on the *Statendam*, June 21, for a European tour of about five weeks. They will visit Holland, Switzerland, Belgium, Germany, Italy and France, returning about the middle of August. Dr. Smith is our contributing editor on flavoring extracts and we hope to publish the results of his observations on European conditions soon after his return.

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Charles Baker, managing director of W. Gregg & Co. Ltd., Dunedin, New Zealand, manufacturers and packers of flavoring extracts, coffee, spices, etc., is visiting in New York for a few days. He came to America to study conditions in the essential oil and spice industry, and to meet some of the American houses in this line with whom he has had pleasant business relations.

* * * *

The Standard Chemical Co., Inc., Des Moines, Ia. has purchased the business of Howard-Holt Co., of Cedar Rapids, including the trade names, formulas, business and good will. The Howard-Holt Co. has been moved to Des Moines and is being merged with the Standard Chemical Co.'s business.

The Standard Chemical Co. has been organized for twenty-five years as a manufacturer of pharmaceuticals and specialties, and has recently been expanding very rapidly. Firms previously taken over were Bryant Pharmacal Co., Des Moines; J. P. Morey Co., Des Moines; O. F. Schmid Chemical Co., Jackson, Mich., and Apex Chemical Co., Des Moines.

Guy E. Logan is president of the company and Frank A. Mallett is vice-president. Associated with them are Frank S. Perry, secretary, and George E. Hufford, treasurer.

B. T. Kesavaiengar, Trade Commissioner in London for the Mysore Government, India, arrived in New York on the *Europa* June 14. He will remain here about a month visiting the principal consumers of sandalwood oil with R. R. Webb, secretary and treasurer of W. J. Bush & Co., Inc., exclusive representatives in the United States for the Mysore Government production of sandalwood oil. This is the first visit of Mr. Kesavaiengar in the United States, but it is understood that either he or one of the representatives of the Mysore Government will come at frequent intervals to renew the cordial relations existing between the Mysore Government and their valued customers in this country.

The first gentleman to come here was N. Madhava Rav, chief secretary for the government of Mysore State, accompanied by M. A. Srinivasan of the Mysore Civil Service.

As is well known, the Mysore Government is an independent state under British suzerainty in the South of India and the Maharajah is a very progressive

statesman of high character and ability, and is keenly interested in the business interests of the State, in the development of its resources, and in the progress of his people.

In an article appearing in *The Asiatic Review* of the "Development and Resources of The Mysore State" by Mr. Kesavaiengar, he treats on all the interests of the State, making special mention of the gold fields which have been worked since 1873,

and other mineral resources, Mysore iron works, forestry, hydro-electric power, etc., and with particular reference to the sandalwood oil, points out that it is the earnest desire of the government to cooperate with its customers in manufacturing a stable supply of this important product.

We hope to receive other particulars and reports from time to time from Mr. Kesavaiengar and will be glad to publish them.

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A rather novel feature in department store merchandising which is becoming an annual event is the ten days exhibit or display which started on June 2nd in the store of the Famous-Barr Company, St. Louis. The various cosmetic houses are given an opportunity to display their products undividedly, a booth being allotted to each manufacturer, so that the ensemble has the effect of a bazaar. Among those present this year, we hear, are Ogilvie Sisters, whose booth is in charge of Miss Frederica Corbett, Dorothy Gray, Primrose House, Coty, Inc., Helena Rubinstein, Elizabeth Arden, and others.

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The Walgreen Co., Chicago, chain drug stores, has announced its intention of opening from five to fifty additional stores in New York and vicinity in the near future.



B. T. KESAVAIENGAR

Frank J. M. Miles, well-known consultant in the cosmetic industry, has joined the staff of Max Factor, of Hollywood. Mr. Miles left for the West on June 5th but his association with the company started as of May 12th. He will make his home in Altadena.

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Laurence J. Allen, associated with George G. McCaskey, New York City, plans to make a motor trip early in July to Cape Cottage, Maine, where he will spend his vacation.

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Miss Jean Flamhaft, youngest daughter of Dr. and Mrs. Harry Flamhaft, was graduated from Berkeley Institute of Brooklyn on the evening of June 5th. In the autumn Miss Flamhaft will enter high school. Miss Vivian Flamhaft, her sister, has just completed her Freshman year at Wellesley College. During the year she made the college crew. Dr. Flamhaft is well-known as the president of United Laboratories, New York City, which he founded ten years ago.

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American Beauty Co., New York City, announces the addition of new tints of nail gloss to its line of liquid nail polishes, details of which will be furnished on request to manufacturers. In the last year the company has developed its business considerably under the direction of S. S. Gross and I. W. Crozier.

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Magnus, Mabee & Reynard, Inc., New York City, are interested in securing copies of any of their old price lists or catalogs prior to 1921. They are also interested in securing catalogs of their predecessor companies: Magnus & Lauer, from 1900 to 1907; Frank Hill Co. 1899, and McKenzie Bros. & Hill, prior to 1899.

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Frederick Schang Sr. of the Lorscheider-Schang Co., Rochester, N. Y., accompanied by Mrs. Schang and Mr. and Mrs. Frederick Schang Jr., sailed on the *Bremen*, June 10, for a continental tour which will include visits to Germany, Italy, France and England. They expect to return in September.

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Harry Rubin, who has been engaged in the vanity box business for about a decade, has joined the organization of B. Kronish & Co., Inc., New York City, as director of sales.

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Dr. Marcelle von Wertaur has recently placed upon the market a product known as "Velo-Derma," which he claims is especially efficacious in erasing wrinkles, correcting facial contours and strengthening sagging muscles. His laboratories are located at 507 Fifth avenue, New York City. This new preparation is the first he has marketed under his own name.

Dr. von Wertaur is not a newcomer to the cosmetic field but is well known in the industry for his private formula work. For many years before the war he was a director of the dye department of the German Government and has had medical and scientific experiences in many countries; his particular study always being devoted to the skin and its treatment. This new product of Dr. von Wertaur may be found in the department stores throughout the United States.

Phoenix-Hermetic Company announces that W. A. Burnett, formerly head of the Chicago Division service department, has joined J. L. Zeman as a representative at the San Francisco office. The address of that office has also been changed from 316 Clay street to Manufacturers' Agents Exhibit Building, 200 Davis street. The new phone number is Douglas 8590.

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The Container Corporation of America was represented with an attractive exhibit at the annual textile convention at the Drake Hotel, Chicago, in May. This display was in charge of H. M. Frisbie, assisted by F. E. Bender and M. D. Van Patten.

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C. H. Bourguet, manager of the New York branch of Lautier Fils with Mrs. Bourguet and their son, René, sailed on the *Rotterdam*, May 31, for their annual visit abroad. They will go to Grasse where Mr. Bourguet will confer with the principals of his company and



MR. AND MRS. C. H. BOURGUET

remain during a part of the work of production of floral products. After visiting friends and relatives in France, they will return to the United States. The accompanying photograph was taken at the editorial offices just before they sailed.

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We are pleased to announce the arrival on May 13 of Edward V. Killeen 3rd. The young man is the son of Mr. and Mrs. Wilbur Killeen and was born at the Long Branch Hospital. He is a grandson of Edward V. Killeen, vice-president of George Lueders & Co., and is named for his grandfather and his uncle, Edward V. Killeen, Jr., who died while in the service of his country in 1918.

We extend our congratulations to the parents and especially to the proud grandfather.

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Frederick Camitsch, Jr., is now connected with the Chicago offices of W. J. Bush & Co., Inc., and will cover the Southern territory for that company. Mr. Camitsch is a graduate of the University of Minnesota where he was an honor student and has been engaged in scientific work for the last few years.

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The California Soap Company, Los Angeles, manufacturer of Sunny-Maid Granulated Soap, has appointed the Los Angeles office of Emil Brisacher and Staff, advertising agency, to direct its advertising account.

The Armstrong Cork Company, which has been making and selling corks to the trade since 1860, has arranged to take over the molded cap department of the Mack Molding Company of Wayne, New Jersey, and are now offering molded bottle closures to the trade under the name of "Armstrong's Artmold Caps."

For many years the Armstrong Cork Company has manufactured cork bottle stoppers exclusively in the closure field, and it is said that the acquisition of this molded cap by Armstrong's presages the development by Armstrong's in the next few months of a complete line of closures, so that this national selling organization will be in a position to offer to its customers the type of closure best suited to the individual customer's needs.

The Mack Molding Company of Wayne, New Jersey, is one of the pioneers in the development of the molded Bakelite caps for bottle closures. Their business reached the point where they saw the necessity of materially expanding their sales organization to take care of the potential business in sight. Armstrong's had the selling organization which Mack needed, and Mack had the manufacturing facilities which Armstrong's needed to engage in this line of business. Therefore, the arrangement was made for Armstrong's, in effect, to take over the molded cap department, leaving the Mack people free to devote their energies to the expansion of their general molding business. Through a certain financial arrangement Mack will continue as the manufacturing department for "Armstrong's Artmold Caps," thus giving Armstrong's the benefit in their cap business of the economies secured by the Mack Molding Company in spreading their overhead over a general molding business.

"Already the preliminary announcement to our trade that Armstrong's now offers a molded closure has met with very favorable response" said E. F. Ebberts, general sales manager of the Cork Division of the Armstrong Cork Company. "Our men are very enthusiastic as to the possibilities of this new line which we believe will enable us to be of greater service to many of our customers to whom we have sold corks for many years."

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Eugene Muller of **J. Mero & Boyveau, Grasse**, returned to France on the *deGrasse*, June 17, after a visit of two months to the American trade. Mr. Muller made his headquarters with Dodge & Olcott Co., New York, American representatives of his house, and also visited his friends in the trade in other sections of the country. He expressed himself as well pleased with the progress which his line has made in this market since his visit of a year ago.

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Jean Dammann of **P. & P. Derode Freres & Dammann, Inc.**, New York, sailed on the *DeGrasse*, June 17, for a visit of several months in Europe. Mr. Dammann will visit his father, Emile Dammann, head of Etablissements Emile Dammann of Paris and Marseilles and will also investigate the vanilla situation in the French centers of that trade. During his absence Chester A. Smeltzer will be in charge of the activities of the American company.

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Marcel Guerlain, Manhattan, N. Y., has reduced its capitalization from \$326,000 to \$300,000.

Announcement has been made by Louis K. Liggett, president of the United Drug Co., Boston, of the appointment of George C. Frolich as general sales manager succeeding H. L. Simpson. In appointing Mr. Frolich, Mr. Liggett emphasized the fact that the promotion was well earned and also that Mr. Frolich was admirably prepared to fill the position.

Mr. Frolich is known personally to thousands of druggists throughout the country and is considered one of the most outstanding drug merchandising men in the country. He first engaged in the retail drug business in 1886. He was graduated from Columbia College with the degree of Ph. G., class of '94. He has taken a special course in organic chemistry at the University of Christiania, Norway. For years he was proprietor of his own drug store in Mamaroneck, New York.

For thirteen years he was associated with Parke, Davis & Co., of Detroit. He joined the forces of the United Drug Co. in 1915 as manager of the publicity department. During the war he was director in the American Red Cross headquarters in Washington, D. C., in charge of the purchases of all drugs and medicines. In 1919 he created and established the "Pure-test" line, one of the outstanding successes of the drug business in the past decade. In 1923 he was appointed general manager of the medicine departments of the United Drug Co., which position he has held until his present appointment as general sales manager.

Mr. Frolich is a member of the American Pharmaceutical Association, the Sales Managers Club, of the Boston Chamber of Commerce and the Advertising Club of Boston of which he is a past president.

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Leo Nunes, president of the Leghorn Trading Co., New York City, is spending three or four months in Europe conferring with officials of the houses which his company represents in the United States for the sale of bergamot, lemon and orange oils, talc, lemon juice and other Italian products. Mr. Nunes left late in May and will return in the autumn. In his absence Harry J. Mantia, vice-president, is in charge of operations in this country.

Mr. Nunes is undoubtedly well known to many of our readers as an expert fencer. He has held the national championship for several years although this year he did not defend his title and is generally considered the leading exponent with the foils in this country and one of the finest swordsmen in the world. With Mr. Mantia he was one of the founders of the Leghorn Trading Co., which, under their capable direction, has come to the front rapidly as an importer of Italian products, especially in our field.

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Mrs. Gabriel Varvat, wife of the vice-president in charge of the laboratory of the George Silver Import Co., sailed on the *France*, June 17, for a visit of several weeks with friends and relatives in France, including her brother-in-law, Louis Roure, president of Etablissements Roure, Bertrand Fils and Justin Dupont, France, which is represented in the U. S. by the George Silver Import Co.

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Greene Trading Co., New York, have moved to 801 Second avenue, the former address having been 81 Fulton street.

Mr. and Mrs. Frederick H. Ungerer have announced the engagement of their daughter, Adele, to Kenneth Garretson Voorhees of Plainfield, N. J. Miss Ungerer is a graduate of the Knox School at Cooperstown, N. Y. Mr. Voorhees is the son of the late Mr. and Mrs. Edward V. H. Voorhees of Plainfield. The engagement was announced at a lawn party on May 28 at the Ungerer home at Essex Falls, N. J.

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Peter Van Schaack & Sons, Chicago wholesale drugists, have effected a merger with the Mutual Drug Co., of the same city under the name Van Schaack-Mutual, Inc., and the new corporation will conduct a mutual-service-wholesale business. In a letter to the trade R. H. Van Schaack, president, explains in detail his reasons for "going mutual" and bespeaks the continued co-operation and good will of the trade formerly served by his house.

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Owens-Illinois Glass Company of Toledo, Ohio, has acquired the glass manufacturing plants and patent rights of the Berney-Bond Glass Company of Clarion, Pa., one of the largest manufacturers of milk bottles in the United States. The acquisition was effected through an exchange of stock, Owens-Illinois common stock being given in payment for the assets of the milk bottle company. The amount has not yet been announced. This acquisition, together with the patent rights, places Owens-Illinois Glass in a position to make every conceivable type of bottle and gives the company an annual capacity of 2,000,000,000 bottles.

The milk bottle company will be operated as a division of the purchasing company with its present personnel and sales organization retained. The company has modern plants at Clarion, Pa., and Columbus, Ohio, and has been operated successfully since 1900.

One of the most progressive and active of the South American manufacturers of proprietary medicines and toilet preparations is Laboratorio Chile, S. A., of Santiago. The accompanying photograph, which was taken during the recent visit of H. C. Collada, representative of the Felton Chemical Co., Inc., Brooklyn,

The Du Pont Cellophane Company has announced that construction would be started on a new Cellophane plant at Richmond, Virginia. It also confirmed the fact that construction of a new addition to double the capacity of the present plant at Old Hickory, Tennessee, was proceeding with utmost speed and the new units there were expected to be in production at an early date.

These new plant facilities are made necessary by the fact that recent price reductions have greatly increased the demand for Moistureproof Cellophane, a patented product developed by du Pont chemists which, because of its unusual moisture protecting properties is proving decidedly popular as a wrap for a wide variety of products.

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The first unit of the new plant of the Sylvania Industrial Corporation of Fredericksburg, Va., for the manufacture of transparent cellulose wrapping paper was put into operation on May 24th. Completion of other units is being rushed and they are expected to be in operation shortly.

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The Hazard Advertising Corporation announces the opening of a branch office in Boston, Mass. The Boston branch is in charge of Theron S. Curtis, who joined the Hazard organization early in May. Mr. Curtis, a graduate engineer, was a specialty engineer for the American Steel & Wire Company in Worcester and for ten years was president of The T. I. Smith Company, manufacturing jewelers of Boston.

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McCormick & Company, Inc., Baltimore, Bee Brand insecticide and drug and food products, has appointed Jordan Advertising Abroad, Inc., New York, to direct its export advertising.

N. Y., shows the staff of this organization assembled in front of the factory building. In the front row are Camilo Carrasco, general manager, Jose M. Videla, manager, and Mr. Collada. The company manufactures numerous specialties which have a widespread distribution throughout South America.



STAFF OF LABORATORIO CHILE, S. A., H. C. COLLADA, TENTH FROM LEFT IN FRONT ROW.

Chicago Trade Notes

THE second golf tournament of the Chicago Perfumery, Soap and Extract Association's first Auxiliary season was held at the Bunker Hill course on Tuesday, May 20th. The gratifyingly large attendance further emphasized the fact that the golf tournament is becoming of increasing importance as a social function among trade executives, cementing admirably the interests and friendships of association members. Its significance has developed rapidly in the past few years, for before that time a picnic once a year was the only outdoor affair that succeeded in drawing a large group together. With the succession of friendly competitions that golf allows, it is to be hoped that an even greater spirit of cooperation and comradeship than has been manifested in the past will result. The association's highly capable golf committee, headed by A. C. Drury, of A. C. Drury & Co., has recognized all this, and has realized as well that the customary separation into foursomes might prove the only possible drawback. They have therefore arranged that the play at each tournament shall be followed by a more united gathering in the form of a round table dinner and entertainment in the evening. The results thus far have been most pleasing, with scarcely anyone leaving until past bedtime.

At the Bunker Hill tournament there were twenty-five players, who made some clever displays of early season skill. First prize was won by Elmer Smith, of American Aniline Products Co., with the score: 77—6, net 71. Second prize was taken by Frank Z. Woods, of Rossville Commercial Alcohol Co., with the score: 90—14, net 76. Walter H. Jelly, of Walter H. Jelly & Co., representing A. Maschmeijer, Jr., Inc., veteran prize winner, took third with 93—17, net 76. The remaining winners were: fourth, Dudley F. Lum, of Givaudan-Delawanna, Inc., with 92—15, net 77. Fifth, A. J. Dedrick, of Edward T. Beiser Co., with 93—15, net 78. Sixth, William Lowenstein, of Bauer & Black, with 91—12, net 79. Seventh, A. C. Stepan, of Roessler & Hasslacher Chemical Co., with 94—14, net 80. The booby prize was again awarded Joe De Lorme, representing E. Lelong, whose lavish score was 137—32, net 105. The first two guest prizes went to Frank S. Dedrick and E. J. Halverson, both of James S. Kirk & Co., the latter having 92—20, net 72, and the former 117—25, net 92. The prizes included a golf bag, clubs, an electric clock, a waffle iron and an electric jug.

At the tournament of Tuesday, June 10th, which was held at Olympia Fields Country Club, a new handicapping system was inaugurated, whereby inexperienced golfers who are struggling to improve their games may have a better chance of receiving encouragement by sharing in the prizes. The golfers, by this scheme, are divided into two classifications, A and B. Class A consists of those whose handicaps range from 1 to 15, and Class B those from 15 up. The prizes for winners in both classes are of equal value. The system met with popular approval and instilled new spirit into the competition. This is only one of the ways in which chairman A. C. Drury is proving himself a splendid leader for the Auxiliary.

The Class A prize winners were: First, William Lowenstein, of Bauer & Black, with 87—10, net 77; second, Walter H. Jelly, with 92—15, net 77; and third, A. C. Drury, of A. C. Drury & Co., with 92—14, net 78. The Class B winners brought forth some new names, first being Wm. H. Muttera, of Armstrong Cork Co., with 92—20, net 72; second, Harry Dunning of American Commercial Alcohol Corp., with 97—20, net 77; and third, John Buslee, of Neumann-Buslee & Wolfe, Inc., with 102—22, net 80. Twenty members and guests were present. Forthcoming tournaments are scheduled for July 8th, at Crystal Lake, and August 19th, at Medinah Country Club. Mr. Drury extends a cordial welcome to all members.

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The American Can Co., held its annual golf tournament for the Central Division on Friday, June 6th, under heavy clouds and in the midst of spasmodic rainfall. As a result some of the one hundred and twenty-five golfers played in the morning and some in the afternoon. In spite of the disappointing weather the crowd was good-natured and enjoyed itself. Ed Appleton, chairman of the committee was in charge. The director's cup was won by Jules Colas, with 88—23, net 65. The other prize winners were:

Class A—Russell Dietrich, low gross, forenoon, 88; G. Erickson, 92—17, net 75, low net; Len Hall, 85, low gross, afternoon; Ed Appleton, 91—19, net 72, low net.

Class B—Harry Anderson, and H. Frantz, 94, low gross, forenoon; Harvey Edwards, 94—26, net 68, low net; Tom Francis, 95, low gross, afternoon; Jules Colas, 88—25, 63, low net.

Class C—G. Griffin, 99, low gross, forenoon; L. Patterson, 93—30, net 63, low net; Harvey Hopkins, 102, low gross, afternoon; D. G. Magill, 101—29, net 72, low net.

Guests: Charles Cook, 104, low gross; forenoon; L. Williams, 99—19, net 80, low gross; W. Miskimen, 87, low gross afternoon; Ed Trego, 98—18, 80, low net.

For the thirty-six hole matches: Jules Colas, 182—46, net 136; G. Griffin, 198—58, 142; Len Hall, 180—36, 144; D. Magill, 204—58, 146; G. Erickson, 185—34, 151; J. Hurley, 212—60, 152; H. Edwards, 204—52, 152; Russell Duetrich, 180—28, 156; W. Weaver, 184—28, 156; C. Schwartz, 204—46, 158.

W. Cameron, 198—40, 158; H. Gilman, 223—60, 163; H. Pinney, 206—38, 168; B. H. Lichter, 216—42, 174; E. Lake, 235—60, 175; C. Cook, 214—36, 178; Paul Sykes, 217—38, 179; Kenny Bensig, 231—46, 185; E. Perry, 258—60, 198; G. Irwin, 265—60, 205; R. Williams, 343—60, 283.

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A. C. Drury & Co., have lately been appointed Western Distributors for the Cherry Oil Co. Spot stocks will be carried. This new oil, which is made from cherry pits, is meeting with favor among the cosmetic trade. The standard packing is in fifty-pound cans. Mr. Drury welcomes all inquiries. The company is represented in New York by P. R. Dreyer, Inc.

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E. M. Fougera was appointed, on May first, chief chemist in charge of perfumes and toilet preparations for the Walgreen Co. Mr. Fougera was formerly

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-60, 163;
-42, 174;
78; Paul
, 185; E.
R. Wil-

appointed
Co. Spot
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t. Dreyer,

rst, chief
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formerly

associated, for 8 years, with National Aniline & Chemical Co., and later with the Darnee Co., in New York, which is the toilet manufacturing department for the Owl Drug Co. He looks forward with pleasure to his residence in Chicago.

* * * *

Anent the news item which recently appeared in the Chicago Tribune describing the conviction of one Matt Blazer of selling denatured alcohol for beverage purposes, we wish to point out to our readers the fact that he is in no way associated with or related to Philip L. Blazer of C. W. Beggs Sons & Co., Marcelle Laboratories. C. W. Beggs Sons & Co., Marcelle Laboratories, is an old established firm, having been founded in 1874, and has always held a position of high repute among manufacturers of the west. In late years, under the leadership of P. L. Blazer, it has achieved an enviable reputation for integrity.

* * * *

The Eleventh Annual Convention of the American Association of Cosmeticians and Hair Artists will be held at the Hotel Sherman in Chicago on August 18, 19 and 20. Extensive preparations are being made for occupancy of the Grand Ballroom and Annex under the direction of President Mrs. M. B. McGavran and Secretary Miss Frances Martell. It is expected that the attendance of 3,500 at the 1929 Convention will be exceeded.

* * * *

J. Hirsch of the Neo San Co., Milwaukee, Wis., was a Chicago visitor early in June, having made the trip with a view to finding a suitable location for the removal of his company to that city. He hopes to make the change before midsummer.

Book Reviews

(Copies of Books Reviewed in this Column, and Other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

A Materia Medica

PROPERTIES AND USES OF DRUGS, by Dr. Henry H. Rusby, Dr. A. R. Bliss and Dr. C. W. Ballard. 823 pages Cloth. P. Blakiston's Sons & Co., Inc., Philadelphia, 1930. Price \$6.50.

While this volume of *materia medica* was written primarily from the standpoint of the pharmacist and for those engaged in the practice of that profession, this reviewer feels that its distribution should not be limited to this particular class. The weakness of present medical education in this branch and the reliance of many physicians upon the statements and claims of manufacturers of ethical proprietaries, he believes, is a distinctly unfortunate tendency. Physicians and medical students should be urged to study works of this sort so that even in the prescription of proprietaries, they may be guided by a sound underlying knowledge of the effects and uses of the drugs contained therein.

The work covers all of the official preparations both of the U. S. P. and the N. F. and in addition dis-

cusses and describes a large number of other preparation, which while not official are in common use in the practice of medicine. It classifies them as to principal and subordinate uses in such a way that the physician can readily cover a given subject in comparatively rapid time.

Another feature of prime importance is the insistence of the authors upon the standards existing and their frank discussion of abuses of these standards. Sufficient information is given regarding the origin, preparation and preservation of the various materials to make the work useful for daily reference by the pharmacist and worthy of careful consultation by the physician.

The authors are all well known authorities on the subjects which they cover and can speak with authority on the matter presented. Both pharmacists and physicians should have the volume at hand, nor should they allow it to gather dust through disuse. It is a book for frequent reference and careful study. Manufacturers in our field will find it useful especially in view of the frequent and growing criticism of their choice of raw materials.

* * * *

A Beauty Parlor Manual

SANITATION, HYGIENE, BACTERIOLOGY, AND STERILIZATION, by Herman Goodman, B.S., M.D., 151 Pages, Cosmetic Handbook Series of Medical Lay Press, New York, 1929.

This volume is a complete guide to the sanitary practice of beauty parlors and was apparently prepared to instruct the shop owner or the prospective shop owner along the lines of sanitation. It is written in clear understandable and readable text book style and should be valuable to those engaged in this business and also as a text book for students of beauty culture. Seven separate chapters discuss the various sanitation problems which face the shop owner and a section is given to a list of questions on the subject matter of the book with a complete index of the subjects treated.

For manufacturers, themselves, there is little in it, but it should be useful to them if they desire to assist their beauty shop distributors to offer their wares in the best manner and in the best surroundings. Possibly some of the manufacturers might distribute copies to their beauty parlor outlets with good effect upon sales and sanitary conditions surrounding the use of their products.

* * * *

A New Formulary

HENLEY'S TWENTIETH CENTURY FORMULAS, RECIPES AND PROCESSES, edited by Gardner D. Hiscox, M.E., 809 pages. The Norman W. Henley Publishing Co., New York, 1930. Price \$4.

The new edition of this useful work contains a large amount of material offered in the former volume but in addition much new material and many interesting new formulas. The book itself covers almost every compounded article but included is a section on cosmetics of more than 40 pages while scattered in other sections are numerous formulas for toilet preparations, perfumes and the like. The book is well worth inclusion in the chemist's or perfumer's library.

In Memoriam for Departed Friends

BABCOCK, ALFRED P., perfumery manufacturer, New York City, June, 1903.

BARCLAY, GEORGE REGINALD, manufacturer of soaps and perfumes, New York, June, 1925.

BROWN, DAVID SEYMOUR, founder Brown Soap Co., New York City, June, 1913.

BRYSON, ROBERT HORNE, pioneer in Canada's drug trade, Montreal, June, 1924.

BURKE, FRANK G., president Manhattan Soap Co., New York, June, 1929.

DEMOTT, CLAYTON M., treasurer, Scovill Mfg. Co., Waterbury, Conn., June, 1929.

EAVENSON, ALBERT TAYLOR, J. Eavenson & Sons, Camden, N. J., June, 1910.

HOPKINS, FERDINAND T., SR., of F. T. Hopkins & Son, toilet preparations, New York, June, 1920.

ISAKOVICS, ALOIS VON, proprietor of the Synfleur Scientific Laboratories, Monticello, N. Y., June, 1917.

LEONHARD, J. HENRY, president of Theodor Leonhard Wax Co., Inc., Paterson, N. J., died at Cologne, Germany, June, 1927.

METZGER, CHARLES F., of Metzger Scentcraft Co., New York, June, 1911.

MEYER, THEODORE F., former president of the Meyer Bros. Drug Co., St. Louis, at Tuscardera, Cal., June, 1924.

MICHAELS, HENRY, president of Langley & Michaels Co., San Francisco, June, 1920.

SALLABACHEFF, IVAN P., of Botu Pappazoglu & Co., Sofia, Bulgaria, June, 1924.

SGEANT, STEPHEN M., SR., manufacturer of flavoring extracts, Worcester, Mass., June, 1926.

STEARNS, FREDERICK KIMBALL, chairman of Frederick Stearns & Co., Detroit, at Beverly Hills, Cal., June, 1924.

TWITCHELL, ERNEST, chemist, Cincinnati, June, 1929.

UTARD, EMILE, manager in the United States for Parfumerie Ed Pinaud of Paris, and founder and president of the Franco-American Board of Commerce and Industry, New York, June, 1925.

WHELPLEY, DR. HENRY M., former president American Pharmaceutical Association, St. Louis, June, 1926.

Adrien Varaldi

Adrien Varaldi, one of the oldest members of the perfume and raw materials industry in Grasse, died at Cannes, April 19, at the age of 83.

Mr. Varaldi was born in Louisiana in 1847 but at the age of eight years returned with his parents to France where his father founded a perfume and raw material factory in 1858. His entire business life was spent with this company. In 1881 he founded the house of F. Varaldi which took over the business established by his father. He was a veteran of the Franco-Prussian War of 1870 and during the World War he served as an organizer of relief work. From 1889 to 1896, and again from 1914 to 1918 he was judge of the Commercial Court at Cannes. He was also one of the founders of la Banque Populaire.

He leaves a widow and two sons, Renee and Felix, who succeed him in the handling of the business.

Robert R. Ellis

Robert Rufus Ellis, for many years prominent in the wholesale drug industry, died in a hospital at Memphis, Tenn., his home city, on May 23 at the age of 51.

Mr. Ellis was born in West Point, Miss., and after early education in the public schools studied pharmacy as an employee of a retail druggist and was registered as a pharmacist. After a brief experience in other lines, he entered the wholesale drug business in Memphis as a member of the Hessig-Ellis Drug Co. His company soon took over the John Bond Drug Co., of Little Rock, Ark., which was operated as a branch with Mr. Ellis, president of both companies. In 1928 a merger was effected with the Van Vleet-Mansfield Drug Co., as the Van Vleet-Ellis Corp., which was subsequently taken over by McKesson & Robbins, Inc.

Mr. Ellis then became active in the mutual movement and with F. T. Roosa organized the Mutual-Ure organization which has developed rapidly. He was active in the affairs of the National Wholesale Druggists Association and in civic affairs in Memphis and a member of the Tennessee, Memphis Country, Idlewild Literary, Memphis City and Rotary Clubs as well as a life member of the Memphis Art Association. He leaves a son, Robert R. Jr., a mother, four sisters and one brother.

* * *

Gustave J. Meyer

Gustave J. Meyer, secretary of Meyer Brothers Drug Co., St. Louis, died in that city May 31 at the age of 82. He was one of four brothers who succeeded to the business upon the death of his father, its founder. Mr. Meyer for many years had charge of the import department and was known as an expert on botanical drugs, especially those of foreign origin. His wife, who was Miss Emma Hertel, died about two months ago. They had celebrated their Golden Wedding anniversary in 1925.

Circulars, Price Lists, Etc.

GLYCO PRODUCTS CO., INC., Brooklyn, N. Y., in an interesting circular just issued gives formulas for products in the toilet goods field to be manufactured with the use of "Glycopon" of various kinds and "Glyco-Wax" specialties of the company.

The formulas, which were worked out for the company by a consulting cosmetic chemist, cover: 1. Vanishing Cream, 2. Vanishing Cream, Liquid, 3. Shaving Cream (latherless), 4. Nourishing Cream (skin food), 5. Cleansing Cream, 6. Paste Rouge, 7. Cold Cream, 8. Cold Cream, Liquid, 9. Lemon Cream, 10. Hair-wave Lotion, 11. Liquid Face Powder, 12. Honey and Almond Lotion."

Sample formulas as described in the booklet show the use of the company's products as follows:

Vanishing Creams

"Vanishing Creams made with Glycopon B541 (a real forward step in cosmetics) enable anyone to produce perfect products, noteworthy because—

"1. The batch is complete in 24 hours. 2. It may be poured in jars when cold. 3. A most beautiful

pearly finish results. 4. Closed jars will not dry or shrink. 5. No glycerin is necessary. 6. The use of caustic soda, potash and ammonia is eliminated.

Formulas

| | |
|---------------------------|---------|
| "1. Stearic Acid | 20 lbs. |
| "2. { Glycopon B541 | 11 lbs. |
| "2. { Water | 50 lbs. |
| "3. Perfume | 12 ozs. |

"Heat No. 2 to 200° F. and add No. 1 (previously heated to 200° F.) to it slowly with stirring in an emulsifier or whipper. Continue stirring until mass is homogeneous. Allow to stand over-night. Add No. 3 and mix for 20 minutes.

"A softer cream can be produced by increasing the amount of water."

Cleansing Cream

| | |
|--------------------------|----------|
| "1. { Stearic Acid | 20 parts |
| Mineral Oil | 80 parts |
| Glyco-Wax | 4 parts |
| Spermaceti | 30 parts |
| "2. { Water | 90 parts |
| } Glycopon B554 | 14 parts |
| "3. Perfume Oil | 1 part |

"Heat 1 and 2 separately to 200° F.; then add 1 to 2 slowly with stirring in an emulsifier or beater. When the cream begins to set add the perfume. Allow to stand over-night; stir the next morning and package.

"1. This cleansing cream will stand up during extreme summer heat.

"2. It washes off completely with water."

* * *

BELGIAN TRADING CO., INC., New York City, has sent us its price list "No. 18" covering a list of essential oils, natural flower essences, aromatic chemicals, synthetic perfume bases and concentrated perfume bases as well as numerous specialties offered by the company.

* * *

THE SCIENTIFIC FILTER CO., 1 Franklin Sq., N. Y. C., have issued an attractive circular which introduces a type of disk filter with wide and varied uses. Among its interesting claims for this filter are: "For the filtering medium it utilizes extra thick, compressed asbestos disks which are furnished in four different qualities to meet individual needs. The filter can be secured in sizes from four disks up to 110 disks. The filter will operate with either pump or gravity pressure. There is no return of the first flow since the liquid comes clear at once because of the special, extra thick asbestos disks. They also manufacture other types of gravity and pressure filters, specializing in those utilizing asbestos mediums. In addition, they manufacture portable vacuum bottle filling machines as well as electric mixers in sizes from one quarter horse power to 5 H. P."

* * *

GENERAL PLASTICS, INC., North Tonawanda, N. Y., has sent us an interesting folder showing some of the many uses of "Durez" in the automotive industry. In the circular the company states that "Durez" has met

all of the exacting requirements of electrical work in automobile engineering.

* * *

THE BOONTON MOLDING CO., Boonton, N. J., has sent us the following circular covering its new line of molded caps:

"A new process of molding bottle caps has been developed by the Boonton Molding Company of Boonton, New Jersey. It provides an under-cut at the base of the thread of the closure which is called a liner retention recess. Because of this recess the liner, once snapped into position, cannot fall out of the cap or remain on the bottle when the container is used. By this method for which patents have been applied, the only objection to molded closures is eliminated. This feature will be eventually used on all stock jar covers from the ½-oz. size through to the 16-oz.

"Attention is also called to a line of newly designed stock bottle caps, the work of an eminent artist. They are constructed in such a manner as to allow the necessary grip for turning without causing the package to appear top-heavy or sacrificing strength. These new closures for which patents have been applied, will be available in all standard Glass Containers Association sizes."

* * *

NEWPORT CHEMICAL WORKS INC., successor to Rhodia Chemical Company, New York City, have just issued a most instructive booklet in which they have grouped the different odors. They state that the main object of this pamphlet is this classification but they realize that due to the complicated and intricate nature of the many aromatic chemicals there will be a justifiable divergence of opinion on this classification, and "this fact makes some such classifications all the more valuable, especially at a time when the perfumer would welcome some suggestion to produce a certain indescribable effect in the perfume picture he is painting."

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Cosmetic Products Corp., New York, a Delaware corporation, cosmetics, perfumery, chemicals, 30,000 shares common stock. United States Corporation Co.

Thermique Distributors, Borough of Manhattan, N. Y., beauty parlor, \$50,000. L. Ferkin, 20 West 43rd street, New York, N. Y.

Fee Bros., Rochester, N. Y., flavoring extracts, \$65,000. F. P. Kimbell, Rochester, N. Y.

National Institute de Beauté, Borough of Manhattan, N. Y., beauty parlor, 200 shares common stock. W. W. Conrad, 150 Broadway, N. Y.

Nax Twin Co., Borough of Manhattan, N. Y., cosmetics, \$10,000. J. N. Robins, 25 West 43rd street, New York, N. Y.

Compact Perfume, Borough of Manhattan, N. Y., \$50,000 preferred stock; 1,500 shares of common. C. W. Davis, 11 West 42nd street, New York, N. Y.

Maclean-Reid Corp., Borough of Manhattan, N. Y.,

toilet preparations, 100 shares of common stock. W. M. Messersmith, Larchmont, N. Y.

Richel Laboratories Co., Camden, N. J., manufacture toilet preparations, 300 shares of common stock. Richard P. Haverle, Camden, N. J.

General Flavors, Borough of Manhattan, N. Y., flavoring extracts, \$25,000. Gabrielli & Gabrielli, 51 Chambers street, New York, N. Y.

Sakell Perfume Co., Borough of Manhattan, N. Y., cosmetics, \$10,000. H. D. Scharf, 1170 Broadway, New York, N. Y.

Jean Patou, Inc., Borough of Manhattan, N. Y., manufacture and sell perfumes, etc. 1,000,000 shares of 7 per cent participating preferred stock, 1,000 shares of Class A stock with voting power, and 199,000 shares of Class B, non-voting power stock. A. Steinhardt, 120 Broadway, New York, N. Y.

French Vanilla Products Co., Borough of Manhattan, N. Y., flavoring extracts, \$100,000. I. Schiff, 271 Madison avenue, New York, N. Y.

Quill Extract Co., Deposit, N. Y., flavoring extracts, \$50,000. Sherman & Becker, Endicott, N. Y.

Century Lotion, Borough of Manhattan, N. Y., cosmetics, 200 shares of common stock. M. M. Davis, 291 Broadway, New York, N. Y.

The Detergal Chemical & Supply Co., Alexandria, Va., deal in soaps, detergents, chemicals, laundry supplies, dairy, household and janitor supplies. \$25,000 maximum capital. B. J. Sheridena, of Alexandria, is president.

Misticke Company, Boston, Mass., deal in all kinds of cosmetics, 900 shares no-par stock. Incorporators: John Abbott, Winchester, Mass., John Harvey, Lowell, and Mary Salvi, Everett.

Business Record

Benjamin Samuels, 2339 Seventh avenue, New York, N. Y., pharmacy, has assigned to Sol. A. Herzog, 435 East 57th street, New York, N. Y.

Harry Gittleman, doing business as Knight Pharmacy, 65 Madison avenue, New York, N. Y., bankruptcy discharged.

Max Moross, 225 Varick street, New York, N. Y., druggist, bankruptcy discharged.

Anthony L. Palma, 130 Clinton street, Brooklyn, N. Y., retail pharmacy, has made an assignment to Sol A. Herzot, 435 East 57th street, Manhattan, N. Y.

Stellarlo Marchese, 2201 Bath avenue, Brooklyn, N. Y., doing business as the Paramount Pharmacy, retail drugs. Liabilities, about \$6,000; assets, \$5,000.

Ferdinand Monteferrante, 1769 Bath avenue, Brooklyn, N. Y., pharmacist. Liabilities, \$6,858; assets, \$3,600.

The Marsha Company, Nashville, Tenn. The assets listed are: stock consisting of manufactured goods and raw materials, \$24,550.12; office furniture and fixtures, \$5,231.00, and equipment, \$1,705.65. The value of the formulas and trade mark of the Company is not listed but is estimated to be considerable. The sale will take place at 10:00 o'clock A. M. on May 28th. The above assets will be offered for sale as a whole and then separately. All sales will be subject to the approval of the referee in bankruptcy, W. F. Clouse.

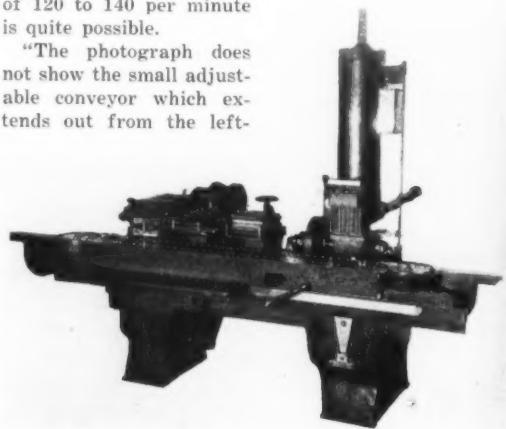
New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

ARTHUR COLTON CO., manufacturers of machinery, Detroit, Mich., have just placed on the market a new automatic tube filling, closing and clipping machine which is designated as "No. 16." The company has sent us the following information and description of the operation of this machine:

"Our No. 16 automatic machine will operate from 75 to 140 tubes per minute, filling, closing, automatically clipping and ejecting. This machine will handle tubes as fast as one girl can feed the tubes to the machine and if two girls are put on, a speed of 120 to 140 per minute is quite possible.

"The photograph does not show the small adjustable conveyor which extends out from the left-



hand side of the machine to carry away the tubes, neither does it show the guards over the transfer devices at each end of the working table. This machine has many features which are entirely new to the art of filling, closing and clipping collapsible tubes.

"The illustration shows the extreme sturdiness of the unit and also the accessibility of the various heads composing same.

"One of the major improvements is the use of a variable speed drive which, with adjustment of a small hand wheel, enables the operator of the machine to set the machine exactly to the pace for quantity of tubes per minute which can be fed efficiently."

Anthony L. Palma, 138 Clinton street, Brooklyn, N. Y., druggist. By Towns & James for \$3,455; Johnson & Johnson, \$358; and E. R. Squibb & Sons, \$186. Judge Byers has appointed Almeth W. Hoff, 37 Wall street, Manhattan, receiver in bond of \$7,000.

Hugo Rosenthal, 2799 Broadway, N. Y., drug store, has assigned to Hilda Lifschitz, 154 Nassau street, New York, N. Y.

Asia Drug Co., Inc., 236 Water street, New York, N. Y. 55 per cent. Composition confirmed.

Harry Rothstein, 555 Jerome street, Brooklyn, N. Y., pharmacist. Liabilities, \$5,940; assets, none.



Montreal

OUTSTANDING among the events of the past month of interest to the trade, was the annual meeting of the Proprietary Association of America, held May 20, 21, 22 and 23, in the Windsor Hotel, Montreal, and jointly with it, the annual meeting of the Proprietary Association of Canada. The American Association elected officers as follows: President, Frank A. Blair, N. Y.; first vice-president, E. K. Hyde, Buffalo, N. Y.; second vice-president, James Howe, St. Louis; secretary-treasurer, Charles P. Tyrrell, Syracuse, N. Y.; executive committee, Dr. V. Mott Pierce, Buffalo; J. F. Murray, New York; Robert L. Lund, St. Louis.

Hon. Henry Miles, M.L.C., honorary president of the Canadian Association, and Leo G. Ryan, active president, welcomed the guests. There were numerous sight-seeing trips around Montreal and neighborhood, dances, cabarets, banquets, receptions and so on, for the entertainment of delegates and their families. Ald. Dr. Gilday, acting mayor of Montreal, welcomed the visitors on behalf of the city.

The Canadian association elected the following officers: Honorary presidents, Hon. Henry Miles, M.L.C., Montreal, and W. J. Fraser, Toronto; president, Leo G. Ryan, Montreal; vice-president, H. Lawrence Davis, Montreal; secretary-treasurer, John Donaghy, Montreal; board of control, F. J. Andrews, Toronto (chairman); W. A. Chant, Toronto; C. H. Hyde, Bridgeburg; H. L. Schade, Windsor; C. A. Campbell, Perth; Gilbert Templeton, Toronto. Mr. Templeton is the only new figure on the executive committee.

* * * *

Business is quite good in Montreal and district throughout the perfumery trade and its various allied industries. Country trade is progressing satisfactorily and tourist and convention business is coming along with a volume to gladden the hearts of the downtown retailers.

* * * *

J. R. Donald, president of the Montreal section, Society of Chemical Industry, presided at a meeting

(Continued on Page 270)



HON. HENRY MILES

Toronto

CANADIAN travellers calling on the drug trade have been lined up into an auxiliary by J. H. C. Murdoch, Halifax, N. S., chairman of the committee arranging for the Canadian Pharmaceutical Association Convention, which will be held in that city from August 4 to 8, his purpose being to have an attendance of a thousand retail druggists at this year's gathering.

* * * *

The Mentholatum Company of Canada, Bridgeburg, Ont., entertained a number of visiting retail druggists and their wives who were attending the annual convention of the Ontario Retail Druggists' Association in session at Niagara Falls, Ont., during the week of May 26.

* * * *

Members of the Saskatchewan sales force of the National Drug Co. met in semi-annual conference at Regina last month to formulate plans for the latter half of 1930.

* * * *

Cyril Lander, sales manager for the National Drug and Chemical Co., has returned to headquarters at Montreal following a series of conferences held with the sales staffs of the company in Western Canada. He reports optimism throughout the West.

* * * *

Les Etablissements M. A. Wollacker du Canada has been incorporated with headquarters at Montreal to carry on business as importers and exporters (but not retail) in all kinds of pharmaceuticals, extracts, compounds, solutions, etc. The initial capital is set down at \$30,000.

* * * *

Lever Brothers, Ltd., Toronto, announce a window dressing contest for the best dressed display of Lux toilet soap in merchants selling that product throughout Canada. The prize list totals \$6,300.

* * * *

T. T. Beattie, the new president of the Ontario Retail Druggists Association, is an Ottawa man, where he has kept a drug store for the past thirty years. In that time he has filled 496,000 prescriptions.

* * * *

The 1930 convention of the Ontario Retail Druggists Association was held at Niagara Falls, Ont., on May 26, 27 and 28.

* * * *

Mrs. Arthur R. Poole, wife of the vice-president and general manager of Pinaud, Limited, Canada, died suddenly at her home in Toronto during the month past. While ailing for several years, the trade felt a shock when news of her death came out.

Montreal Notes

(Continued from Page 269)

on May 27 in Ottawa, at which was predicted the organization of a Dominion-wide society of chemical engineers, to serve as a clearing house for all chemical problems. The organization will, it is understood, be formed shortly.

* * * *

Official figures from the Dominion government show that Canadian production of chemicals showed a gain of 14 per cent in 1929 over the previous year, the advance making a total increase in value of \$21,623,892.

Imports of chemical products were valued at \$40,131,178, and exports \$18,356,645. Pharmaceutical products and toilet preparations are specially mentioned amongst those lines showing substantial increase in production, as also soaps.

* * * *

Commercial Alcohols, Ltd. reports that the industrial alcohol market is still quite unsettled, but they are drawing substantial earnings out of the magnesia carbonate business. Rumors that this firm had been taken over by Standard Chemical Company, Ltd., are categorically denied. Nevertheless it is learned that over 60 per cent of Commercial Alcohols Ltd. new six per cent first mortgage bond issue has been purchased by Standard Chemical. C. G. Kertland, president of Standard, states that no physical merger will take place, however, but that a system of co-operation is in effect which is working very satisfactorily. Reciprocal warehouse and agency arrangements have cut sales costs in half.

* * * *

In conversation recently with P. H. Punde, of Punde and Boehme, hairdressers, beauty specialists and manufacturers of toilet preparations, as well as president of Montreal branch, National Hairdressers' Association, your correspondent recently learned some interesting pointers. He learned his business originally in Cologne forty years ago. He practised in New York for some time, and then travelled with Sarah Bernhardt as her private Coiffeur-Posticheur, afterwards workings in similar capacity with various dramatic and theatrical companies of considerable fame. In 1898 he came to Montreal and established a partnership with Mr. Boehm.

* * * *

At last month's final exams in Montreal University the following were admitted as licentiates of pharmacy: Emile Cliche, Raymond Thibault, Leo Hebert, Gerard Choquette, Jean Richard, Leon Leblanc, Hyman Cohen, Paul Archambault, Ernest Fontaine, Douglas St. Amour, Paul Messier Rene Beauchesne, Maurice Dube.

* * * *

Sixty-four druggists entered the lists for the Warner and Waterbury Chemical Companies cups in the annual golf tournament, held this year at Niagara Falls during convention week. J. W. Garneau, Ottawa, won the Waterbury cup. The Northrup and Lyman Co. have offered for annual competition a golf trophy for the druggist who obtains the lowest net score.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS REGISTERED

"Plee-zing." Toilet and laundry soap, soap powder, shaving soap, shaving cream, foot soap. George W. Simmons Corp., St. Louis, Mo.

"Marbelite." Containers for soap in the form of cake, stick, cream, powder and liquid and for other toilet preparations. The J. B. Williams Co. (Canada), Limited, Montreal, Quebec, and Glastonbury, Conn.

"Rose" and the representation of a rose. Hand cleaners excluding washing powders. Samuel Alberg, Montreal, Que.

"Vince" "The Scientific Mouth-Wash" in the centre of an oblong panel; said panel being elevated at the top and depressed at the bottom forming the letter "V." Mouth Wash. The Vince Laboratories, New York City.

"Glycerine Ltd." enclosed in a diamond-shaped device. Glycerine Limited, Lever House, Victoria Embankment, Blackfriars, London, E. C. 4, England.

Disc within which appear the letters and word: "d" and "r." Toilet preparations. Daggett & Ramsdell (Canada) Limited, Toronto, Ont.

"Dagelle." Toilet preparations. Daggett & Ramsdell (Canada) Limited, Toronto, Ont.

"Lilt." Toilet Preparations. Evenod Perfumer, Inc. New York City.

"Squalose." Raw material of animal origin for manufacture of perfumes. Societe Anonyme: Establissemens Hasslauer, Paris, France.

A blue background with a red panel extending diagonally across the background. Soap. The Procter & Gamble Co., Cincinnati, Ohio.

A blue background with a yellow panel extending diagonally across the background. Soap. The Procter & Gamble Co., Cincinnati, Ohio.

"Revivo." Hair Tonic. Harry Evans, Town of Paris, Ont.

"Great American." Toilet Soap. The Oskamp Nolting Co., Cincinnati, Ohio.

"Pommac" below the representation of a wine-glass surrounded by grapes and other fruits within a substantially triangular frame. Extracts. Anders Lindahl, 25, Nybrogatan, Stockholm, Sweden.

PATENTS GRANTED

300,344.—Rotatable Vacuum Sealed Cap. The Anchor Cap & Closure Corporation, Long Island City, assignee of the American Metal Cap Company, Brooklyn, assignee of Charles Hammer, New York, all in New York.

300,345.—One-Piece Vacuum Cap. The Anchor Cap & Closure Corporation, Long Island City, assignee of The American Metal Cap Company, Brooklyn, assignee of Charles Hammer, New York, all in New York.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is constructed under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are those from which use of the mark is claimed.

Note—Dates given in Trade Mark Registrations are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registrations Applied For
(Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

263,776.—The Milson Company, Cincinnati, Ohio. (Oct. 24, 1927.)—Cosmetics and Toilet Preparations.

276,456.—Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (Apr. 3, 1928.)—Perfumery.

277,224 and 283,007.—Schimmel & Co., Aktiengesellschaft, Miltitz, near Leipzig, Germany. (June 16, 1928 and Dec. 15, 1928, respectively.)—Concentrated Alcoholic Essences Used as Flavorings in the Making of Soft Drinks.

281,716.—Abraham & Straus, Inc., Brooklyn, N. Y. (Mar. 1, 1929.)—Soap.

282,661.—Lesser Company, Inc., Chicago, Ill. (Sept. 16, 1928.)—Bath Powder.

283,153.—Dr. Karl Theiler, Munich, Germany. (November, 1924.)—Skin Emollients, Toilet Waters, Collodion, Bath Salts, Mouth Wash, Oils for the Treatment of the Skin, Shampoo, Powders, and Solutions.

285,638.—Tulley J. Pomerance, doing business as Karl Laboratories, Detroit, Mich. (May 23, 1929.)—Reducing Salts.

288,406.—Weinberger Drug Stores, Inc., doing business as Superior Laboratories, Cleveland, Ohio. (1917.)—Shampoo Compound or Mixture.

289,817.—Charles E. Bowers, doing business as The Camel Products Company, Shreveport, La. (Aug. 15, 1929.)—Hair Tonics and Hair-dressings.

290,625.—Stanco Incorporated, Wilmington, Del., and

New York, N. Y. (May 25, 1928.)—Detergents used in Laundering Operations.

291,190.—Weinberger Drug Stores, Inc., doing business as Superior Wynco Laboratories, Cleveland, Ohio. (Sept. 23, 1929.)—Antiseptic Foot Powder, Hermetic Syrup of Hypophosphites Compound, Hemorrhoidal Suppositories, Cold Cream, Lemon Cream, and Vanishing Cream.

291,675.—Lucien LeLong, Inc., Chicago, Ill. (July 24, 1929.)—Filled Powder and Rouge Vanity Cases.

291,731.—John N. McMath, Upper Montclair, N. J. (July 5, 1929.)—Toilet preparations.

292,651.—Louis I. Block, Chicago, Ill. (Sept. 10, 1929.)—Facial creams.

292,846.—Daggett & Ramsdell, New York, N. Y. (Under 10-year proviso, 1891.)—Cold cream.

292,847, 292,848.—Daggett & Ramsdell, New York, N. Y. (Oct. 10, 1929.)—Soap and shaving cream.

292,849, 292,850.—Daggett & Ramsdell, New York, N. Y. (Oct. 10, 1929.)—Toilet creams, toilet lotions, toilet powders, perfumes, cosmetic make-up toiletries, cosmetic manicure toiletries, etc.

292,851.—Daggett & Ramsdell, New York, N. Y. (Oct. 10, 1929.)—Powder puffs and absorbent powder puffs.

292,855.—Daggett & Ramsdell, New York, N. Y. (Oct. 10, 1929.)—Toilet creams, toilet lotions, toilet powders, perfumes, cosmetic make-up toiletries, cosmetic manicure toiletries, etc.

292,856.—Daggett & Ramsdell, New York, N. Y. (Oct. 10, 1929.)—Soap and shaving cream.

292,874.—Otto A. Hensel, doing business as O. A. Hensel Laboratories, Pittsburgh, Pa. (Sept. 1, 1928.)—Scalp and Hair Treating Pomatum.

293,071.—Jacob S. Polefsky, New York, N. Y. (Aug. 1, 1926.)—Extract for flavoring soft drinks, such as ginger ale and other carbonated waters.

293,201.—Western States Grocery Co., Oakland, Calif. (Aug. 15, 1907.)—Food-flavoring extracts.

293,230.—Harry Polley, doing business as Virgee Cosmetic Co., Cleveland, Ohio. (Oct. 1929.)—Compound designed to impart to human hair especially to grey and white hair, a lustre and silvery shine, as well as softness, especially to dry, harsh, and brittle hair, and to contribute to the relief of a yellowish hue often found upon grey and white hair.

293,488.—Jean Baptiste Salarnier, Crepieux-Rillieux, France. (Apr. 14, 1904.)—Perfumery and toilet cream.

293,672.—Lady Janis, Inc., Chicago, Ill. (Mar. 1, 1922.)—Toilet preparations.

293,768.—Alice Bayly, Los Angeles, Calif. (July 19, 1929.)—Perfume, Lip Sticks, and Rouge.

293,856, 293,857.—Weinberger Drug Stores, Inc., Cleveland, Ohio. (July 19, 1927.)—Toilet preparations.

294,348.—Forstner Chain Corp., Irvington, N. J. (Dec. 16, 1929.)—Pocket case preferably made of metal for holding powder puffs, lip sticks, eyebrow pencils, perfumes, face powder and compacts.

294,466, 294,467.—California Packing Corp., San Francisco, Calif. (May 22, 1929.)—Flavoring extracts.

294,944.—Dan Cohen, doing business as American Chemical Manufacturing Co., Memphis, Tenn. (June 10, 1919.)—Hairdressing, skin bleach.

295,035.—Geo. C. Mathews, Balaclava, Victoria, Australia. (May 15, 1928.)—Preparations for the Hair.

295,235.—Rap-I-Dol Distributing Corp., New York, N. Y. (Mar. 1, 1924.)—Hair Colorings.

295,387.—Pond's Extract Company, New York, N. Y. (Jan. 10, 1930.)—Skin-Freshener Preparation.

295,435.—Minatolwerke A. G., Lucerne, Switzerland.

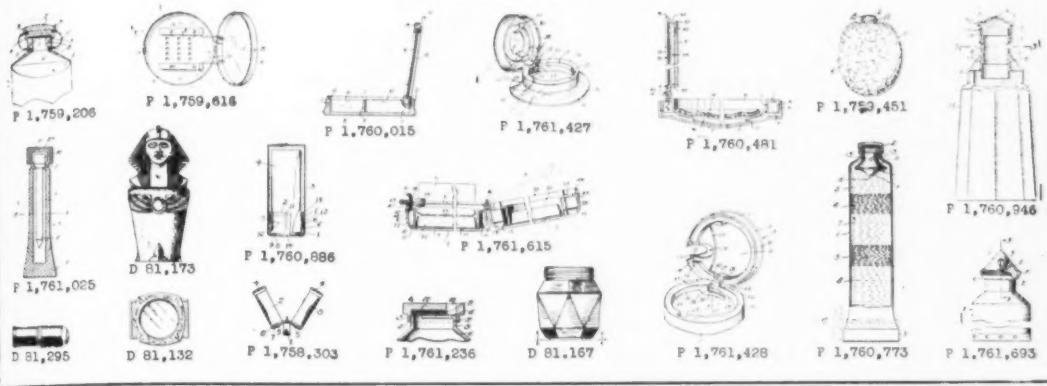
TRADE MARKS

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|------------------------|---------------------------------|----------------------------------|----------------------------------|---------------------------------|----------------------------------|------------------------------------|
| Silkennette 263,776 | Apple Jack M 270,889 | REED RONGE M 270,905 | Creme, Color M 270,906 | REAL AMARILLO M 271,471 | KALISTAROM 277,224 | Lovina Linn Bros. 297,482 |
| TRE-JUR 279,277 | New Amsterdam M 270,890 | STANCO INCORPORATED 290,625 | OPTAROM 283,001 | MONTAUK 281,716 | BAGUETTE 291,675 | DAGGETT-RAMSDELL'S 292,846 |
| CAMEL 289,817 | Wynco 291,190 | Kis-Again 291,781 | BAHIA 285,638 | EUFOSYL 283,153 | SOL-OIL 276,456 | LESSER 282,661 |
| 294,467 | DAGGETT & RAMSDELL 292,851 | DAGELLE 292,856 292,885 | KRO-MO TONE 292,874 | Jarodene 292,651 | LEPIRO 293,857 | 288,406 |
| Minatol 295,435 | DeMonte 294,466 | MAXIMUM 293,201 | BURBON OAK 293,071 | VIRGIN SILVERLOW 293,230 | PUND'S 295,387 | dr 292,848 292,856 |
| FANDANGO 296,652 | SPRUSO 295,035 | HARMELLE 293,448 | Le Pury 293,856 | HOLLYWOOD NIGHTS 293,768 | PARISSETTE 295,521 | dr 293,672 |
| FYTONE 297,234 | LOVELOX HAIR DYE 295,499 | RAP-IDOL 295,235 | VOLCANIC C CLAY 296,170 | PETTY'S QUICK RELIEF 296,357 | VISA-BELLA 296,991 | SCHECHTER'S EUROPEAN 296,212 |
| C.-P. 297,237 | SKALPORITE 296,688 | POLO 296,681 | PURIFAC 297,090 | SUNNY GIRL 297,325 | TOPS'EM ALL BAB'S 296,665 | Forsit 296,345 |
| 297,757 | NO PARKING HAND SOAP 297,592 | El Greco 297,520 | KUTI-FIRMA 297,860 | 297,612 | STARO 296,944 | PAIR-O-DICE 297,758 |
| Coty 296,080 | Sabby 297,706 | Vita-ray 297,885 | LEM'S INCENSE 297,895 | SURGISOL 297,989 | GAMINE de PARIS 297,917 | Rose O Dust 298,19 |
| Texture 298,569 | PINALOESIQUE 298,040 | VAN KAI VANIA ROSE 298,144 | TRANSOL 297,812 | SURE SHOT 298,197 | DERMISAN 298,219 | Vivatone 298,274 |
| GLORIAS 298,272 | ESKIMO 298,806 | O GENE 298,623 | RESTORE 298,205 | Neutrozone 299,206 | JOHN WOOD'S SECRET 298,757 | JUMP MOON 297,878 |
| | FAUBY 298,247 | GENESSE 298,721 | Fewa 298,735 | CALONITE 299,230 | PARK LANE 297,965 | |

(Dec. 12, 1914.)—Liquid antiseptic soap.
 295,466.—Churchhill Mfg. Co., Sioux City, Iowa.
 (1923.)—Deodorant.
 295,499.—Rozalia B. Vogel, New York, N. Y. (Jan.
 16, 1930.)—Hair Dye.
 295,521.—The Kolynos Co., New Haven, Conn. (Dec.
 27, 1929.)—Toilet preparations and cosmetics.
 295,959.—Societe Cadum S. A., Courbevoie, France.
 (Dec. 12, 1921.)—Toilet and Bath Soaps, Shaving Soap
 and Cream and Soap Shampoos.
 296,212.—Schechter & Co., New York, N. Y. (June
 3, 1926.)—Facial Cream Used in the Treatment of
 Pimples.
 296,170.—Beaver Chemical Works, Beaver Dam,
 Wis. (May 1, 1928.)—Mechanics Hand Soap in Paste
 Form.

296,357.—George P. Petty, Wilmington, N. C. (Jan.
 15, 1929.)—Liquid Tonic and Hair Restorer.
 296,652.—James S. Kirk & Company, Chicago, Ill.
 (Feb. 3, 1930.)—Soap.
 296,688.—Biagio Campanella, doing business as
 Skalp-O-Rite Products Co., Bronx, N. Y. (Dec. 10,
 1929.)—Hair Tonics, Hair Dressings, Preparations for
 the Hair and Scalp Treatments.
 296,981.—The Procter & Gamble Company, Cincinnati,
 Ohio. (Sept. 23, 1929.)—Toilet and Bath Soap.
 296,991.—Vereinigte Papierwerke Aktiengesellschaft,
 Nuremberg, Germany. (Nov. 12, 1926.)—Paper-Face
 Cloth of Cellulose for Cleaning the Face and Skin.
 297,018.—H. Kohnstamm & Co., Inc., New York, N.
 Y. (Dec. 26, 1929.)—Soap.
 297,090.—Anders Lindahl, Stockholm, Sweden. (Apr.
 14, 1920.)—Extracts for Preparing Soft Drinks.

PATENTS



279,277.—House of Tre-Jur, Inc., New York, N. Y. (Nov. 15, 1926.)—Face powder, talcum powder, compact powder, rouge, etc.

297,234, 297,237.—Certified Personal Needs, Inc., New York, N. Y. (Feb. 27, 1930.)—Soaps, Soap Preparations, and Shaving Cream.

297,325.—Louis Philippe, New York, N. Y. (Jan. 6, 1930.)—Lip Sticks, Rouges, Face Powders, and Toilet Creams.

297,392.—Frank C. Widmann, doing business as Blue Diamond Soap Co., Cleveland, O. (Feb. 15, 1930.)—Hand Soap.

297,482.—David Heredia, New York, N. Y. (Feb. 28, 1930.)—Preparation for the Treatment of the Hair.

297,520.—Euripides H. Constantine, New York, N. Y. (Feb. 15, 1930.)—Soap.

297,612.—Milwaukee Lubricants Co., Milwaukee, Wis. (Dec. 5, 1923.)—Cleaning powder containing the ingredients of powdered soap, soda ash, and pumice.

297,665.—Robert O. Gardiner, doing business as Bab's Mfg. Co., Wilmington, Mass. (February, 1929.)—Shampoo Preparation and a Tonic Preparation for Removing Dandruff and Restoring the Hair to its Natural Color.

297,706.—Carter Taylor, doing business as Sofskin Manufacturing Co., Fort Worth, Tex. and New York, N. Y. (Jan. 1, 1928.)—Lotion for Treating the Hands, Face, and Skin.

297,757, 297,758.—Pair-O-Dice Company, Tampa, Fla. (Dec. 27, 1929.)—Hairdressing.

297,812.—Lightfoot Schultz Company, Hoboken, N. J. (Mar. 10, 1930.)—Toilet Preparations.

297,860.—Kathryn Fleming, Minneapolis, Minn. (Jan. 1915.)—Cream used for cleansing the skin, as a base for powder, for treating rough or chapped skin and as a finishing cream for after shaving.

297,861.—Kathryn Fleming, Minneapolis, Minn. (Jan. 1915.)—Perfumery and Toilet Preparations.

297,878.—C. H. Selick, Inc., New York, N. Y. (Feb. 1, 1930.)—Perfumes and Cosmetics.

297,885.—Ayer Company, Lowell, Mass. (Mar. 21, 1930.)—Cold Cream.

297,895.—Dragon Manufacturing Company, Inc., Chicago, Ill. (Mar. 3, 1928.)—Incense Both in Cones and in Powdered Form.

297,917.—Bessie Kaye, doing business as Gamine de Paris, New York, N. Y. (Dec. 16, 1929.)—Lip Stick, Cold Cream, Lemon Cream, Vanishing Cream, Nail Polish, and Massage Cream.

297,965.—Halberstadt & Co., Inc., New York, N. Y. (January 1930.)—Empty Vanities.

297,989.—The Selig Company, Atlanta, Ga. (Jan. 1, 1930.)—Liquid Soap.

298,040.—Pine Oil Products Company, Harrison, N. J. (Nov. 1, 1929.)—Soap.

298,080.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Oct. 21, 1929.)—Nailbrushes.

298,144.—Briar Products Co., Inc., Chicago, Ill. (Dec. 1, 1927.)—Hair Waving Fluid, Hair Waving Powder, and Shampoo.

298,195.—Merrell-Hellman Laboratory, St. Louis, Mo. (Feb. 21, 1929.)—Toilet Articles and Preparations.

298,197.—Harry H. Myers, doing business as Mobile Barber and Beauty Supply House, Mobile, Ala. (Nov. 15, 1929.)—Preparation for the treatment of dandruff.

298,205.—Norton C. Rose, doing business as N. C. R. Laboratories, Minneapolis, Minn. (Jan. 1, 1927.)—Hair-color restorer.

298,219.—The William A. Webster Company, Memphis, Tenn. (Mar. 30, 1929.)—Shaving Cream.

298,247.—Lionel Trading Co. Inc., New York, N. Y. (1926.)—Perfumes, toilet waters, face lotions, face creams, face powders, rouges and lip sticks.

298,272.—Anthony Cento, doing business as A. Cento, St. Louis, Mo. (Feb. 1925.)—Toilet preparations.

298,274.—Daggett & Ramsdell, New York, N. Y. (Nov. 16, 1928.)—Cleansing puffs and absorbent puffs.

298,569.—Dorothy Gray, Bloomfield, N. J. (Dec. 1928.)—Skin Lotion.

298,598.—Super Orange Beverage, Inc., Brooklyn, N. Y. (Nov. 25, 1929.)—Extracts.

298,623.—Wm. M. Gambill, doing business as Ogene Co., Abilene, Tex. (May 20, 1928.)—Mouth wash and dentifrice.

298,721.—Spooner, Inc., New York, N. Y. (Mar. 25, 1928.)—Toilet preparations.

298,738.—H. Th. Bohme A.G., Chemnitz, Germany. (Jan. 9, 1930.)—Soap preparations.

298,757.—J. C. Merrish, doing business as Oralee Freres, New York, N. Y. (Mar. 19, 1930.)—Perfumes.

298,806.—Lloyd W. Garrison, Hollywood, Calif., and Hartford, Conn. (Mar. 1, 1930.)—Shaving Cream.

299,019.—Fred W. Scarff Co., doing business as The Fred W. Scarff Co., Chicago, Ill. (Oct. 1917.)—Toilet preparations.

299,206.—John A. Maker, Duluth, Minn. (Apr. 18, 1930.)—Tooth Paste, Tooth Powders, Mouth Washes, and Mouth-Wash Tablets.

299,230.—Fred W. Scarff, doing business as The Research Laboratories, Chicago, Ill. (1919.)—Vanishing Cream, a liquid Preparation for the Treatment of the Diseases of the Scalp, a Preparation in Powder Form for the Treatment of Sallow and Oily Skins and for the Removal of Blackheads and Cold Cream.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition

M270,889.—Morris A. Cornetz, doing business as The Apple Jack Co., Boston, Mass. (Serial No. 296,400. July 15, 1919.)—Nonalcoholic, noncereal, maltless beverages sold as soft drinks and syrups, extracts

and concentrate for making the same.

M270,890.—H. Baron & Co., Inc., Brooklyn, N. Y. (Serial No. 296,253. Sept. 25, 1928.)—Flavoring extracts and syrups for flavoring soft drinks.

M270,905.—Reed Laboratories, Inc., Kew Gardens, N. Y. (Serial No. 278,252. Jan. 1928.)—Combined lip stick and face rouge.

M270,906.—Essie M. Stark, Farmington, N. Mex. (Serial No. 277,463. Oct. 18, 1928.)—Hair Tonic.

M271,471.—Golden Eagle Soap Co. San Francisco, Calif. (Serial No. 290,404. Apr. 1, 1929.)—Soaps.

Patents Granted

1,757,967. Stabilized Aldehyde or Aldehyde-Containing Compound and Process of Making the Same. Eric C. Kunz, Montclair, N. J. Filed July 14, 1927, Serial No. 205,852. Renewed Feb. 18, 1930. 15 Claims. (Cl. 23—250.)

1. As a new product of manufacture an aldehyde containing a hydroxy-carboxylic acid.

1,758,303. Lip-Stick Holder. Henry W. Wild, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed May 24, 1927. Serial No. 193,760. 3 Claims. (Cl. 220—32.)

1. In a lip-stick holder, the combination of a central hollow guard sleeve, a pair of lip-stick containers each longer than the sleeve closed at their outer ends and opening at their inner ends into the sleeve, a bead at the inner end of each container, slots in each bead, and a projection on the sleeve of each slot passing through the slots and turned over to form a knuckle for hinging the containers to the edges of the sleeve.

1,758,585. Carton for Dermatological and Epidermal Cream. George Frederic Riegel, New York, N. Y., assignor to Pinaud Incorporated, New York, N. Y., a Corporation of New York. Filed May 8, 1928. Serial

In a carton, a blank formed to provide a triangular shaped carton, said blank having a body portion scored to form the sides of the carton, a flap extending from one side edge thereof, triangular portions extending from the end edges of one side portion of said carton, tabs extending from said triangular portions with the edge furthest from the body portion forming an acute angle.

1,759,206.—Closure for Collapsible Tubes. Edwin L. Pohl, Hartford, Wis. Filed Feb. 17, 1927. Serial No. 168,889. 2 Claims. (Cl. 221—60.)

1. A collapsible container having an apertured discharge neck, a cap cooperating therewith to close the same, and a pair of resilient links connecting said container and cap and normally applying a closing pressure between said cap and neck, said links being outwardly bowed and deformable under lateral pressure to lift said cap from said neck.

1,759,451.—Cosmetic Appliance. Fannie B. Gordon, Chicago, Ill. Filed Mar. 21, 1929. Serial No. 348,821. 8 Claims. (Cl. 132—78.5)

1. In a device of the character described, a pad of pliable soft material having a pocket, extending axially through the mass of soft material and surrounded on all sides by said material, a container for cosmetic material insertable into the pocket, and means for frictionally retaining the container within the pocket.

1,759,616. Vanity Case. Harry Heitel and Joseph Heitel, New York, N. Y., assignors of one-third to Harry Jacobson, New York, N. Y. Filed July 24, 1928. Serial No. 294,955. 17 Claims. (Cl. 132—83.)

1. In a vanity case, a lower case member, an upper case member hinged thereto, a one-piece apertured and slotted partition dividing the lower member into a power storage compartment and a dispensing compartment, and provided with a peripheral annular flange engaging said lower member, a slide disposed underneath the partition and having apertures adapted to register with the apertures in the partition when the case is open, a hinged bottom on the lower member adapted to engage the lower edge of said flange,

whereby loose powder may be inserted into the storage compartment, the outermost parts of said case members and said bottom being flush in the closed position of the case to provide a smooth outer surface, inclined blades projecting downwardly from the slide, a link holding member secured to the slide and passing through the slot of the partition, and a link connecting the link holding member to the upper member for operating the slide when the case is opened and for closing the dispensing compartment when the case is closed.

1,760,015. Vanity Case. Edwin J. Schwabe, Far Rockaway, Long Island, N. Y. Filed Nov. 13, 1928. Serial No. 319,065. 1 Claim. (Cl. 132—83.)

A vanity case comprising an open box and a lid separate from said box and detachably fitted thereupon, said lid being adapted to swing upwardly and to rest upon one of its edges, said box being provided with a rabbet extending lengthwise of the box and with another rabbet extending crosswise of the box, said rabbets being located at different levels, said box being also provided with a notch into which said rabbets merge, said notch and said rabbets being so located that said lid may rest flat upon one of said rabbets thus closing the box, or may rest with one of its edges in said notch and in engagement with the other of said rabbets.

1,760,481. Polygon Vanity Case. Charles N. Corry, Mamaroneck, N. Y. Filed Feb. 18, 1928. Serial No. 255,291. 10 Claims. (Cl. 132—83.)

1. A vanity case comprising a cover having a polygonal, cylindrical side wall, a bottom having an outer annular flat portion connecting with said cylindrical portion and a circular convex domed portion rising above said flat portion; a bezel ring having a polygonal edge fitting in said cover and a circular depending inner flange, a circular convex compact backing fitting said domed portion and held by said bezel ring, and a second cover cooperating with said first cover.

1,760,773. Container or Tube for Dentifrice. Clarence J. Penney, New York, N. Y. Filed Sept. 29, 1928. Serial No. 309,155. 8 Claims. (Cl. 221—60.)

1. The combination with a collapsible container tube of the customary type which is closed at one end and has a restricted discharge opening at the other end, of means for rendering the flow of material from points in each cross section of the tube to said restricted opening substantially uniform as the tube is uniformly collapsed from its closed end, including a spreading device mounted in said discharge opening and projecting inwardly therefrom.

1,760,946. Self-Acting Closure for Receptacles. Arthur Hammerstein, New York, N. Y. Filed Oct. 3, 1928. Serial No. 309,911. 6 Claims. (Cl. 221—61.)

1. A closure of the kind described comprising a tubular member adapted to be secured to a receptacle and provided with an exit opening and with an inclined slot in its peripheral wall, a sleeve axially slidable within said tubular member and normally closing said exit opening from the inside, said sleeve being provided with an exit aperture adapted to be brought into registry with said exit opening, a hood movable with said sleeve and normally closing said exit opening from the outside, said hood being externally slidable upon said tubular member and being provided with a recess adapted to uncover said exit opening from the outside, a pin carried by said hood and extending through said slot into communication with said sleeve whereby said hood and sleeve are rotated on said tubular member coincidentally with their axial movements thereon to bring the exit aperture of said sleeve into alignment with the exit opening of said tubular member and to cause said hood to uncover said exit opening, and a coil spring in engagement with said tubular member and located between said sleeve and hood so as to be completely enclosed thereby for normally maintaining the sleeve and hood in an outer position and for returning them thereto, whereby said exit aperture is normally out of registry with said exit opening and the latter is closed by said hood.

1,761,025. Styptic Pencil. John M. Schneider, Al-

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bany, N. Y. Filed Apr. 30, 1929. Serial No. 359,260.
2 Claims. (Cl. 128—267.)

1. A holder for a styptic pencil comprising a transparent receptacle having an elongated chamber, in which the pencil is adapted to be wholly inserted and housing an integrally formed inwardly directed annular rib adjacent one end of the chamber for separating the latter into separate communicating compartments for connecting the head and shaft respectively of the pencil, said rib providing an annular seat for the head of the pencil.

1,761,236. Hermetic Tube Closure. Ryuji Sato, New York, N. Y. Filed June 24, 1929. Serial No. 373,116. 1 Claim. (Cl. 221—60.)

In a collapsible tube, a neck having a screw threaded exterior, a partition extending across the neck and having an opening adjacent one side of the neck, a cap having a body portion and provided with an annular flange screw threaded interiorly to fit the neck, the space within the flange constituting a recess, said body having an opening extending from the outer surface of the top and communicating with the recess, a rib extending across said recess adjacent the opening of the top, an elastic washer held in the recess between the rib and the wall of the recess, said openings being movable into and out of registry by rotation of the cap and the washer being compressed over the first opening by the action of said screw threads upon the openings being moved out of registry, said flange having an arcuate notch therein at its lower edge, and a pin projecting from the neck into said notch to limit rotative movement of the cap.

1,761,376. Manufacture of Santalol Compounds. Hans Walter, Mainz-Mombach, Germany, assignor to Verein für Chemische Industrie Aktiengesellschaft, Frankfort-on-the-Main, Germany, a German Company. Original application filed July 15, 1926, Serial No. 122,731, and in Germany July 17, 1925. Divided and this application filed Jan. 3, 1928. Serial No. 244,381. 3 Claims. (Cl. 260—99.)

3. A process for the production of santalol compounds, which comprises reacting on santalol-halogen fatty acid halide compounds with hexamethylenetetramine.

1,761,427. Closure. Cecil R. Crary, Detroit, Mich. Filed July 21, 1927. Serial No. 207,481. 5 Claims. (Cl. 220—40.)

1. The combination with a container having an opening, of a ring projecting from said container surrounding said opening and having an inwardly extending flange formed with diametrically opposed slots, a closure for said opening adapted to seat upon said flange, and means carried by said closure and engageable in one of said slots for establishing a hinge connection between the ring and closure.

1,761,428. Closure. Cecil R. Crary, Detroit, Mich. Filed Feb. 16, 1928. Serial No. 254,844. 11 Claims. (Cl. 220—31.)

1. In combination, a container, a closure for the container having a vent therein, a ring having the peripheral portions thereof secured to the closure and having a pair of oppositely disposed projections extending downwardly from the inner edge thereof adapted to cooperate with the container upon rotation of the closure in one direction to subject the latter to a sealing pressure upon the former, and an extension upon the inner edge of the said ring disposed between the projections aforesaid and adapted to extend beyond the said vent in spaced relation thereto, the said extension constituting a baffle for preventing fluid in the container from escaping through the said vent.

1,761,615. Vanity Case. Charles N. Coryell, Mamaroneck, N. Y. Filed Nov. 26, 1928. Serial No. 321,797. 11 Claims. (Cl. 132—138.)

1. In a vanity box, base and top covers each comprising a bottom and upstanding front, back and side walls, the side walls on the base cover disposed outside of the corresponding walls on the top cover and extending substantially to the bottom of the top cover, the

front and back walls of each cover meeting substantially midway between the bottom walls of said covers when the box is closed, and hinge means connecting said covers at said back walls.

1,761,693. Cap and Tube for Tooth Paste and the Like. Ewald Ernest Sturk, Hollywood, Calif. Filed Apr. 14, 1928. Serial No. 269,996. 1 Claim (Cl. 221—60.)

1. A collapsible tube embodying a conical head having an opening in its side communicating with the interior of the tube and with a circumferentially extending groove in the head spaced from the opening, a neck underlying and of less diameter than the head and separated therefrom by a cylindrical part, said cone, neck, and cylindrical part being coaxial, a cap fitting upon the cone and having a port properly positioned to register with the opening, a cylindrical part having a knurled band as an exterior and fitting upon the cylindrical head, a flange extending below the cylindrical part and bent inwardly toward the neck, and an inwardly upset part of the cap engaging in the groove and limiting rotary movement of the cap to proper registration.

Designs Patented

81,132. Combination Wrist Compact and Mirror. Oscar E. Gebauer, Scottsbluff, Nebr. Filed Jan. 14, 1930. Serial No. 34,128. Term of patent 7 years.

81,167. Jar or Similar Container. Walter D. Teague, Forest Hills, N. Y., assignor to Turner Glass Corporation, Terre Haute, Ind., a Corporation of Indiana. Filed Oct. 18, 1929. Serial No. 33,091. Term of patent 14 years.

81,173. Bottle. Renée Thornton, New York, N. Y. Filed Mar. 12, 1930. Serial No. 34,835. Term of patent 14 years.

81,295. Lip Stick or Similar Article. Charles Lionel Marcus, New York, N. Y. Filed Jan. 30, 1930. Serial No. 34,347. Term of patent 14 years.

British Disinfectant Trade Association Formed

(Special Correspondence)

LONDON.—The growing appreciation of the value of trade associations for protecting the interests of their members is exemplified by the formation of a new British Disinfectant Manufacturers' Association, the inaugural meeting of which has just been held here. Some 50 concerns, representative of all branches of the disinfectant trade, attended and all signified their intention of joining the new association, which is to protect and further the mutual trade interests of its members, to foster the manufacture of British disinfectants, and promote closer cooperation between disinfectant manufacturers.

The association will also serve as a medium for placing before Government Departments or other public bodies throughout the world, the views of disinfectant manufacturers on matters affecting their industry. This is a very important function at the present time, when legislation which may affect many branches of industry is either in train or threatened.

At the inaugural meeting N. F. Kingzett, of the Sanitas Co., was elected chairman; W. H. Hivey, of Taylor's Automatic Disinfector, Ltd., vice-chairman; and R. A. Blair, of Burt, Boulton & Hayward, Ltd., honorary treasurer. The association will be affiliated with the British Chemical Manufacturers' Association, which will provide the necessary secretarial and other services.

Grasse Report for June

From Our Own Correspondent

THE situation is still the same; business is very quiet and there is no certainty of any revival.

In the meantime the manufacturers are very busy with the distillation of orange flowers and roses so that activity is so intense all over that one hardly realizes that this stagnation still persists.

The month of May just like April has been cold and rainy with a few nice warm days, but this brief period has not made up for the tardiness that had been recorded on the orange and rose crops. And on the 26th inst. an extremely violent storm attended with hail broke out upon Grasse and the surrounding territory. It is quite likely that great havoc will have been wrought in the plantations of jasmin where the young sprouts have hardly had a chance to appear and in certain places the work is hardly completed.

Orange

The crop which loomed up as an early one has been retarded by the last few rainy days and it is almost certain that the crop will be as indicated in our previous report. The section of Bar, St. Jeannet, has produced more flowers than was expected, but the yield in essence was not sufficient to satisfy the distillers. The price of the flower has been set at 10.60 fr. per kilo delivered at plant, which sets the price of neroli at 9,500 to 11,000 fr. per kilo.

Rose

In view of the size of the crop of 1929, we will this year have only half a crop; the price has been set at 3.50 fr. per kilo and the yield in concrete is quite good.

Due to the bad weather which retards the blooming of roses, the distillation in Bulgaria did not begin until May 20, with the exception of a few villages in the plain. An interview took place between the distillers and growers for the purpose of setting the price of flowers but has produced no result since the growers persisted in their demand for 30 levas and the distillers are unanimous in proposing the price of 11 to 12 levas and we hear it is almost certain that the difference will be cut to 14 or 15 levas.

In view of the difference in price which exists between that paid during the last crop, the otto of rose ought to come down in the same proportions but it must not be forgotten that a large stock from last year still remains at a very high price which will tend to cause a rise in the prices after the crop.

Lavender

Market very quiet, few transactions from day to day but a revival may be looked forward to before the crop.

Jasmin

Jasmin made its first appearance about the 15th of May, and the gathering has not yet ended. There was nothing to regret from the grafted plants of last year. The grafting this year, however, which began in March, was affected by the bad weather this spring

but has been taken up again. The weather, however, has not been conducive to their rapid development, but nevertheless they remain in a healthy condition which is very encouraging.

Jonquil

Jonquil has proven a source of satisfaction to the cultivators this year, as regards the quantity produced, but the price has not been quite so satisfactory.

Violet

The fields of violet have stood up very well, the usual second planting being but slightly retarded by the cold weather.

Argentina Producing More Toiletries and Dentifrices

Increasing demand, tariff, proximity of stock to consuming center, and internal consumption taxes on toilet preparations and pharmaceuticals, have been an incentive to internationally known firms to produce or accord license rights.

It is estimated that over 35 per cent of the tooth paste consumed in Argentina is manufactured locally under American formulas and trade names. Other foreign tooth pastes manufactured locally are Pebeo, Odol, and Dentol. The French companies, Piver and Lubin, also manufacture and permit the manufacture of their preparations on a royalty basis. It is estimated that 70 per cent of the tooth paste is produced locally; 65 per cent of the face powders; 80 per cent of the toilet waters; 85 per cent of the scented soaps; probably 50 per cent of the face creams; and 50 per cent of the shaving creams. The second and third best tooth pastes on sale are said to be imported American brands supplying respectively 15 and 12 per cent of the total consumption. The rest of the tooth paste is supplied by the 20 odd brands on the market.—(*Commercial Attache Alexander V. Dye, Buenos Aires*).

Aromatic Chemicals in Italy

Imports into Italy of aromatic chemicals under the category, "Synthetic perfume materials and unspecified constituents of essential oils," have declined in recent years, dropping from 105,772 kilos in 1927 to 97,793 kilos in 1928 and 77,931 kilos during the first nine months of 1929. Exports in 1927 aggregated 1,051 kilos; in 1928, 2,423 kilos, and in the nine months of 1929, 1,689 kilos.

Synthetic aromatic chemicals are produced in Italy by the I. C. M. E. S. A., Industrie Chimiche Meridionali, of Naples. In 1921, 180 quintals of anethol were produced by the Soc. Anon. Le Essenze Italiana of Gallarate (Varese). It would appear that the firm has discontinued the production of anethol, as in 1926 only one quintal was produced and nothing in 1927.—(*Trade Commissioner Elizabeth Humes, Rome*).



Synthetics and Derivatives

THE market is rather quiet. Bulk items are moving in fair volume but the finer materials for perfumery and cosmetics are not in much demand. Thus far this condition has had very little effect on prices. Business is slack but by no means stagnant and manufacturers indicate that they anticipate some revival in the autumn. They feel in most instances that stocks of finished perfumes and toilet goods both in the hands of retailers and in the stores of manufacturers are depleted and that the raw material in the hands of manufacturers has also been allowed to fall below normal volume. A resumption of retail buying in volume under these conditions would of course be felt almost immediately in the purchases of raw materials.

Competition in the line is also steadily increasing. It is not as yet being felt in prices to any great extent but that may be expected later on. Plant operations are being steadily improved and manufacturing costs reduced with the result that the industry is working rapidly into a position where it can withstand the difficulties of slack business. This is by no means limited to a few interests but is general throughout the manufacturing industry. Importers are finding it not at all easy to compete on the articles which are made in volume in this market. There has been some price shading on the part of importers but the competition has been more on the basis of regularity of quality and improved service than on the basis of price.

Menthol is holding up quite well. Japan is steady in her views of the market and cables are maintaining prices firmly. Locally, quotations both on large and on small quantities are being well maintained. Vanillin is more or less unsettled through competitive activities and the belief that prices may be lowered in the future still persists in the market regardless of the fact that manufacturers disclaim any intention of making a reduction. Coumarin is unsettled with stocks in the hands of resellers occasionally offered at below the schedule. Demand for neither of these products is exceptional. Ethyl vanillin is becoming more competitive.

Geraniol is quite steady. Cheaper grades for soap manufacture are said to be moving well. More highly refined material is not in much demand. Linalool is quite reasonably priced but is not in much demand. Amyl cinnamic aldehyde is highly competitive and there are reports of price shading in some directions. The higher aldehydes remain steady without any par-

(Continued on Page 280)

Essential Oils

THE general tone of the market is not as satisfactory as it was a month ago. After a period of slowly increasing inquiry and more promising business, trading has again flattened out with only a routine movement of goods and a general slow decline in prices in consequence of lack of interest. A part of this slackness is undoubtedly due to the usual summer dullness of the general market. However, it seems to be somewhat worse this year than is usual.

Those in close touch with the situation feel that conditions are likely to remain rather slow during the summer with a renewal of activity on a more nearly normal scale in the autumn. An encouraging feature is the fact that while business seems slack and is generally below the levels of last year, sales when compared with the 1928 volume, are generally ahead of that year.

Prices on the general lines of essential oils are almost uniformly cheap. Buyers would do well to bear in mind that the quotations which they are receiving today, while they may not look attractive when the condition of business is considered, are materially below the levels of a few months ago and far below the average of last year's quotations. There are many bargains in the market at the moment and it might be the part of wisdom to take advantage of some of them. Essential oils will not always be as cheap as they are at present.

The floral products on the list, while underlying conditions in most of them are firm owing to the position of supplies and the prospects for the coming crop, are suffering to some extent from the prevailing lack of inquiry. Prices remain virtually what they have been during the last few months but there are sellers who would doubtless shade quotations to some extent on real business. The coming crop of orange flower products will be very small although better than was anticipated earlier in the year. Jasmin is likely to be somewhat overproduced. It is still too early for news of lavender.

Citrus oils, after the brief spurt of last month have settled back again to a position no better than steady and in some quarters considered weak. It must be remembered in this connection that lemon and orange are now not far from "normal" insofar as prices are concerned and that the prices of the last two years have been far above what the trade usually pays for these oils. In addition, the presence of heavy stocks abroad and the prospects of continued produc-

(Continued on Page 280)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
 (See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

| | | | | | | | |
|----------------------------------|------------------|--|----------------------------------|---------------------|--|------------------------------|----------------|
| | | | Geranium, Rose—Cont. | | | Sandalwood, East India | 8.50@ 9.00 |
| Almond Bitter, per lb. | \$2.75@ \$2.90 | | Spanish | 16.00@ | | Sassafras, natural | 1.20@ 1.40 |
| S. P. A. | 3.15@ 3.25 | | Turkish (Palma Rosa) | 3.20@ 3.40 | | artificial | .33@ .37 |
| Sweet True | .60@ .64 | | Ginger | 5.40@ 5.75 | | Savin, French | 2.40@ 2.75 |
| Apricot Kernel | .35@ .38 | | Gingergrass | 3.20@ | | Snake Root | 11.50@ 13.00 |
| Amber, crude | .30@ .35 | | Guaiac (Wood) | 2.85@ | | Spearmint | 4.65@ 4.80 |
| rectified | .60@ .75 | | Hemlock | 1.25@ | | Spruce | 1.25@ |
| Ambrette, oz. | 48.00@ | | Hops | 13.00@ 15.06 | | Styrax | 12.00@ |
| Amyris balsamifera | 2.20@ 2.80 | | Horsemint | 4.25@ | | Tansy | 4.00@ 4.20 |
| Angelica Root | 32.00@ 37.50 | | Hysop | 24.00@ | | Thuja | 1.75@ |
| seed | 28.00@ 33.00 | | Juniper Berries, rectified | 2.10@ 2.50 | | Thyme, red | 1.00@ 1.35 |
| Anise, tech. | .90@ Nom. | | Juniper Wood | .60@ .62 | | White | 1.10@ 1.50 |
| Lead free, U. S. P. | 1.00@ 1.15 | | Laurel | 15.00@ | | Valerian | 10.50@ |
| Aspic (spike) Spanish | 1.15@ | | Lavender, English | 32.00@ | | Verbena | 3.75@ 7.00 |
| French | 1.40@ | | U. S. P. "X" | 3.00@ 5.50 | | Vetiver, Bourbon | 6.25@ 7.75 |
| Balsam Tolu, per oz. | 4.25@ | | Garden | .50@ .55 | | Java | 10.00@ 25.00 |
| Balsam Peru | 6.00@ | | Lemon Italian | 1.30@ 1.65 | | East Indian | 30.00@ |
| Basil | 50.00@ | | Calif. | 1.20@ 1.50 | | Wine, heavy | 1.80@ 2.00 |
| Bay, Porto Rico | 2.25@ 2.40 | | Lemongrass | .68@ .72 | | Wintergreen, Southern | 4.00@ |
| West Indies | 2.25@ 2.40 | | Limes, distilled | 7.00@ 8.00 | | Penn. and Conn. | 7.75@ 8.50 |
| Bergamot | 2.80@ 3.35 | | expressed | 20.00@ 27.50 | | Wormseed | 3.00@ 3.35 |
| Birch, sweet N. C. | 1.90@ 2.15 | | Linaloe | 2.25@ 2.40 | | Wormwood | 10.50@ 11.50 |
| Penn. and Conn. | 4.00@ 5.00 | | Lovage | 27.50@ | | Ylang-Ylang, Manila | 30.00@ 32.00 |
| Birchtar, crude | .15@ | | Mace, distilled | 1.70@ | | Bourbon | 8.00@ 11.00 |
| Birchtar, rectified | .60@ .65 | | Mandarin | 8.00@ 12.00 | | TERPENELESS OILS | |
| Bois de Rose | 1.10@ 1.65 | | Marjoram | 6.25@ | | Bay | 5.75@ 6.00 |
| Cade, U. S. P. | .30@ .35 | | Melissa | 5.00@ | | Bergamot | 11.00@ |
| Cajeput, Native | 1.00@ 1.20 | | Mirbane | .15@ | | Clove | 5.25@ |
| Calamus | 3.80@ 4.00 | | Mustard, genuine | 10.00@ 12.00 | | Coriander | 23.50@ |
| Camphor, "white" | .25@ .30 | | artificial | 1.80@ 2.00 | | Geranium | 9.00@ 13.50 |
| sassafrassy | .23@ .28 | | Myrrh | 10.00@ | | Lavender | 14.00@ |
| Cananga, Java native | 2.65@ 3.00 | | Myrtle | 4.00@ | | Lemon | 10.50@ 18.00 |
| rectified | 3.35@ 3.75 | | Neroli, Bigarade, pure | 170.00@ 215.00 | | Lime, Ex. | 60.00@ |
| Caraway Seed, rectified | 1.85@ | | Petale, extra | 200.00@ 250.00 | | Orange, sweet | 85.00@ 100.00 |
| Cardamom, Ceylon | 35.00@ | | Niaouli | 3.60@ | | bitter | 110.00@ 125.00 |
| Cascarailla | 65.00@ | | Nutmeg | 1.70@ | | Petitgrain | 6.00@ 8.00 |
| Cassia, 80@85 per cent | Nominal | | Olibanum | 6.50@ | | Rosemary | 2.50@ 3.75 |
| rectified, U. S. P. | 1.50@ 1.65 | | Orange, bitter | 3.70@ 4.00 | | Sage, Clary | 90.00@ |
| Cedar Leaf | 1.35@ 1.65 | | sweet, W. Indian | 2.70@ 3.15 | | Vetiver, Java | 35.00@ |
| Cedar Wood | .44@ .50 | | Italian | 2.75@ 3.00 | | Ylang-Ylang | 28.00@ 35.00 |
| Cedrat | 4.15@ | | Calif. exp. | 3.20@ 3.25 | | OLEO-RESINS | |
| Celery | 8.00@ 10.00 | | dist. | 1.70@ 2.05 | | Benzoin | 2.50@ 5.00 |
| Chamomile | (oz.) 3.50@ 5.00 | | Origanum, imitation | .50@ .85 | | Capsicum, U. S. P. | 3.60@ |
| Cherry laurel | 12.00@ | | Orris Root, concrete | 7.00@ 9.00 | | VIII | 3.50@ |
| Cinnamon, Ceylon | 11.50@ 15.00 | | domestic | (oz.) 7.00@ 9.00 | | Alcoholic | 3.25@ 4.60 |
| Cinnamon, Leaf | 1.75@ 2.00 | | foreign | (oz.) 7.00@ 9.00 | | Cubeb | 2.00@ 2.50 |
| Citronella, Ceylon | .62@ .67 | | Orris Root, absolute | (oz.) 90.00@ 100.00 | | Ginger, U. S. P. VIII | 3.00@ |
| Java | .65@ .75 | | Orris Liquid | 22.00@ 28.00 | | Alcoholic | 15.00@ 15.50 |
| Cloves Zanzibar | 2.00@ 2.20 | | Parsley | 9.25@ | | Malefern | 3.25@ 4.60 |
| Cognac | 22.00@ 28.00 | | Patchouli | 6.00@ 6.30 | | Oak Moss | 2.00@ 2.50 |
| Copaiba | .65@ .80 | | Pennyroyal, American | 2.00@ 2.25 | | Olibanum | 15.00@ 15.50 |
| Coriander | 5.75@ 6.00 | | French | 1.30@ | | Orris | 17.00@ 28.00 |
| Croton | 4.00@ Nom. | | Pepper, black | 10.25@ | | Patchouli | 16.50@ 18.00 |
| Cubeb | 3.30@ 3.50 | | Peppermint, natural | 2.90@ 3.10 | | Pepper, black | 4.00@ 4.60 |
| Cumin | 7.50@ 8.00 | | redistilled | 3.20@ 3.35 | | Sandalwood | 16.00@ |
| Curacao peels | 5.25@ | | Petitgrain, So. Amer. | 1.85@ 2.00 | | Vanilla | 6.75@ 8.75 |
| Curcuma | 3.00@ | | French | 8.00@ Nom. | | LIQUID ABSOLUTES | |
| Cypress | 5.15@ | | Pimento | 2.30@ 2.80 | | Cassie | 105.00@ 120.00 |
| Dillseed | 4.25@ 6.00 | | Pine cones | 3.75@ | | Jasmin | 160.00@ 175.00 |
| Elemi | 1.65@ | | Pine needle, Siberia | .71@ .80 | | Jonquil | 140.00@ 160.00 |
| Erigeron | 1.65@ 1.80 | | Pinus Sylvesteris | 2.00@ | | Orange Flower | 210.00@ 235.00 |
| Estragon | 38.00@ | | Pumilionis | 2.70@ | | Reseda | 270.00@ 290.00 |
| Eucalyptus Aus. (U. S. P.) | .52@ .58 | | Rhodium, imitation | 2.00@ 4.50 | | Rose | 85.00@ 100.00 |
| Fennel, Sweet | 1.10@ 1.15 | | Rose, Bulgaria.. (oz.) | 17.50@ 25.00 | | Tuberose | 110.00@ 125.00 |
| Galbanum | 26.00@ | | Rosemary, French | .55@ .60 | | Violet leaves | 95.00@ 110.00 |
| Galangal | 24.00@ | | Spanish | .38@ .43 | | CONCRETES | |
| Geranium, Rose, Al- | | | Rue | 3.15@ | | Cassie | 70.00@ 85.00 |
| gerian | 4.35@ 4.60 | | Sage | 3.00@ | | Jasmin | 70.00@ 85.00 |
| Bourbon | 4.65@ 5.00 | | Sage, Clary | 135.00@ Nom. | | | |

notice)

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|---------------|---------------|---------------------------|--------------|--------------------------|---------------------|
| Jonquil | 80.00@ 90.00 | Diphenylmethane | 1.75@ 2.45 | Safrol | .34@ .38 |
| Orange Flower | 100.00@120.00 | Diphenyloxide | 1.20@ .55 | Santalyl Acetate | 22.50@ |
| Reseda | 70.00@ 85.00 | Ethyl Acetate | .50@ .55 | Skatol, C. P. (oz.) | 9.00@ 10.00 |
| Rose | 60.00@ 75.00 | Ethyl Anthranilate | 5.50@ 6.00 | Styralyl Acetate | 20.00@ |
| Tuberose | 65.00@ 80.00 | Ethyl Benzoate | 1.80@ .50 | Styralyl Alcohol | 20.00@ |
| Violet leaves | 70.00@ 85.00 | Ethyl Butyrate | 2.00@ .50 | Terpineol, C. P. dom. | .38@ .40 |
| | | Ethyl Cinnamate | 3.50@ .50 | imported | .38@ .55 |
| | | Ethyl Formate | 1.00@ 1.25 | Terpinyl Acetate | .90@ 1.15 |
| | | Ethyl Propionate | 2.00@ 2.65 | Thymene | .35@ .40 |
| | | Ethyl Salicylate | 2.10@ 2.60 | Thymol | 2.40@ 3.00 |
| | | Ethyl Vanillin | 18.00@ 20.00 | Vanillin (clove oil) | 6.25@ 7.15 |
| | | Eucalyptol | 1.00@ 1.15 | (guaiacol) | 6.00@ 6.90 |
| | | Eugenol | 3.60@ 4.50 | Vetiverol | 20.00@ |
| | | foreign | 3.50@ 4.50 | Vetiveryl Acetate | 21.00@ 25.00 |
| | | Geraniol, dom. | 2.00@ 6.00 | Violet Ketone Alpha | 5.00@ 10.00 |
| | | foreign | 2.10@ 5.00 | Beta | 5.50@ 8.00 |
| | | Geranyl Acetate | 2.90@ 4.00 | Methyl | 5.25@ 8.00 |
| | | Geranyl Butyrate | 10.50@ 12.00 | Yara Yara (methyl ester) | 1.50@ 1.25 |
| | | Geranyl Formate | 7.00@ 11.00 | | |
| | | Heliotropin, dom. | 2.10@ 2.40 | BEANS | |
| | | foreign | 2.50@ .50 | Tonka Beans, Para. | 1.00@ 1.25 |
| | | Hydrotropic Aldehyde | 25.00@ 27.50 | Angostura | 2.00@ 2.15 |
| | | Hydroxycitronellal | 5.50@ 10.00 | Vanilla Beans | |
| | | Indol, C. P. (oz.) | 3.10@ 5.50 | Mexican, whole | 3.50@ 5.50 |
| | | Iso-borneol | 2.30@ .50 | Mexican, cut | 3.25@ 3.40 |
| | | Iso-bornyl Acetate | 3.25@ .50 | Bourbon, whole | 1.75@ 2.25 |
| | | Iso-butyl Benzoate | 2.75@ 3.25 | Bourbon, cut | 1.60@ 2.00 |
| | | Iso-butyl Salicylate | 3.00@ 6.00 | South American | 2.00@ 2.50 |
| | | Iso-eugenol, dom. | 5.00@ 6.00 | | |
| | | foreign | 5.00@ .50 | TINCTURES | |
| | | Iso-safrol | 1.75@ .50 | Ambergris | 18.00@ 24.00 |
| | | Linalool | 3.00@ 4.00 | Benzoin | 1.75@ .50 |
| | | Linalyl-Acetate 90% | 4.25@ 5.15 | Civet | 3.00@ 5.00 |
| | | Linalyl Benzoate | 10.50@ .50 | Musk, nat. | 32.00@ 2.00@ |
| | | Linalyl Formate | 10.00@ 12.00 | Orris, root | 1.50@ 1.50@ |
| | | Menthol, Japan | 4.00@ 5.00 | Balsam Tolu | 1.50@ .50 |
| | | Synthetic | 3.00@ 4.00 | Vanilla | 3.00@ .50 |
| | | Methyl Acetophenone | 3.50@ 3.75 | | |
| | | Methyl Anthranilate | 2.50@ 3.00 | SOLUBLE RESINS | |
| | | foreign | 2.90@ .50 | Ambrette | 18.00@ .50 |
| | | Methyl Benzoate | 1.85@ 2.25 | Benzoin | 2.75@ 4.00 |
| | | Methyl Cinnamate | 3.90@ 4.35 | Castoreum | 28.00@ .50 |
| | | Methyl Eugenol | 7.00@ 9.00 | Chypre | 13.00@ .50 |
| | | Methyl Heptenone | 6.50@ 8.00 | Civet | 80.00@ .50 |
| | | Methyl Heptine Carb. | 20.00@ 36.00 | Galbanum | 6.00@ .50 |
| | | Methyl Iso-eugenol | 10.00@ 13.00 | Labdanum | 6.00@ 7.00 |
| | | Methyl Octine Carb. | 24.00@ 32.00 | Myrrh | 6.50@ 7.00 |
| | | Methyl Paracresol | 6.75@ 7.50 | Oak Moss | 14.00@ 16.00 |
| | | Methyl Phenylacetate | 4.65@ 6.00 | Olibanum | 3.50@ 6.00 |
| | | Methyl Salicylate | .42@ .50 | Opopanax | 6.00@ 12.00 |
| | | Musk Ambrette | 7.00@ 8.00 | Orris Root | 18.00@ 35.00 |
| | | Ketone | 7.50@ 9.50 | Patchouli | 10.00@ 18.00 |
| | | Xylene | 2.80@ 3.15 | Peru Balsam | 6.50@ .50 |
| | | Nerolin (ethyl ester) | 1.50@ 1.75 | Sandalwood | 12.00@ 16.00 |
| | | Nonyl Acetate | 48.00@ .50 | Styrax | 2.50@ .50 |
| | | Octyl Acetate | 32.00@ .50 | Tolu balsam | 4.50@ 6.00 |
| | | Paracresol Acetate | 5.25@ 6.00 | Vetivert | 15.00@ 25.00 |
| | | Methyl | | | |
| | | Ether | 7.00@ 8.00 | CERTIFIED FOOD COLORS | |
| | | Paracresol Phenyl Acetate | 14.00@ 20.00 | Amaranth | 3.50@ 4.00 |
| | | Phenylalctaldehyde | 5.00@ 7.00 | Orange II | 3.50@ 4.00 |
| | | 50% imported | 5.00@ 7.00 | Tartrazine | 3.50@ 4.00 |
| | | 100% | 8.50@ 10.50 | Ponceau 3R | 6.00@ 7.50 |
| | | Phenylacetic Acid | 3.00@ 4.00 | Ponceau SX | 5.00@ 5.25 |
| | | Phenylethyl Acetate | 9.00@ 13.00 | Indigo | 15.00@ .50 |
| | | Phenylethyl Alcohol | 4.75@ 5.50 | Erythrosine | 20.00@ .50 |
| | | dom. | 5.00@ 5.75 | Guinea Green B | 15.00@ .50 |
| | | imported | 16.00@ 20.00 | Light Green S.F. | 25.00@ .50 |
| | | Phenylethyl Butyrate | 20.00@ 20.00 | Fast Green F.C.F. | 30.00@ .50 |
| | | Phenylethyl Formate | 18.00@ .50 | Yellow A.B. | 3.50@ .50 |
| | | Phenylethyl Propionate | 18.00@ .50 | Yellow O.B. | 3.50@ .50 |
| | | Phenylethyl Valerate | 20.00@ .50 | Sunset Yellow F.C.F. | 3.10@ 3.25 |
| | | Phenylpropyl Acetate | 12.00@ 14.00 | Naphthol Yellow C | 8.00@ .50 |
| | | Phenylpropyl Alcohol | 13.00@ 15.00 | | |
| | | Phenylpropyl Aldehyde | 12.00@ .50 | SUNDRIES | |
| | | Rhodinol, dom. | 7.50@ 22.50 | Alcohol, Cologne | |
| | | foreign | 9.50@ 22.50 | spirits, per gal. | 2.55 1/2 @ 2.66 1/2 |
| | | | | Ambergris, black | Nominal |
| | | | | gray | 39.00@ Nom. |

| | | | | | | | | |
|-----------------------------------|--------|--------------------------|-------------------------------------|--------|-------|--|-------|------|
| Baudruche skins, gross | 18.00@ | 25.00 | Talc, domestic, ton .. | 18.00@ | 33.00 | Olibanum, tears | .19@ | .35 |
| Beaver Castor | 8.00@ | 12.00 | French | 40.00@ | 45.00 | siftings | .12½@ | .14 |
| Castoreum | 12.50@ | 15.00 | Italian | 50.00@ | 65.00 | Orange flowers | .40@ | 1.00 |
| Chalk, precipitated .. | .03½@ | .06½ | Zinc oxide, U.S.P. | .13½@ | .15 | Orris root, Florentine | .19@ | .28 |
| Cherry laurel water, gal. | 1.25@ | | Zinc stearate | .26@ | .30 | powdered | .29@ | .75 |
| Civet, ounce | 3.75@ | 4.50 | CRUDE DRUGS | | | Verona | .18@ | .26 |
| Clay, English | .02½@ | .03½ | Almond Meal | .20@ | .35 | powdered | .27@ | .60 |
| Kaolin | .06@ | .08 | Balsam Copaiba, S.A. | .30@ | .34 | Patchouli leaves | .25@ | .90 |
| Lanolin, hydrous | .18@ | .20 | Para | .28@ | .32 | Peach Kernel meal | .35@ | |
| anhydrous | .20@ | .23 | Balsam Peru | 2.00@ | 2.10 | Quince seed | .75@ | .90 |
| Magnesium Stearate | .26@ | .30 | Balsam Tolu | 1.30@ | 1.40 | Cardamom seed, decort | 1.50@ | |
| Musk, Cab. pods ounce | 22.50@ | Nom. Cab., grained .. | Gum benzoin, Siam.. | 1.75@ | 1.85 | Reseda flowers, powd | .35@ | .65 |
| Tonquin, pods | 20.00@ | Nominal | Sumatra | .50@ | .55 | Rhubarb root, powd. | .12@ | .15 |
| Tonquin, gr. | 27.00@ | | Gum galbanum | 1.35@ | 1.50 | Rice starch | 1.75@ | |
| Orange flower water, gal. | 1.50@ | | Gum myrrh | .45@ | .60 | Rose leaves, red | .50@ | |
| Petrolatum, white | .06%@ | .08% | Henna, powdered | .16@ | .35 | Sandalwood chips | .45@ | .50 |
| Rose water, gal. | 1.25@ | | Labdanum | 3.50@ | 5.50 | Styrax | .40@ | 3.35 |
| Saponin | 1.60@ | | Lavender flowers, se- lect | .45@ | .60 | Venice, turpentine, true, gal. | .30@ | |
| | | | ordinary | .30@ | .35 | Vetivert root | .30@ | |
| | | | | | | Violet flowers | .95@ | 1.15 |

Essential Oils

(Continued from Page 277)

tion on a liberal scale are having their effect on the market. In this market demand on account of unfavorable weather with the exception of a single week, has been light. Some good hot weather might steady this market which at the moment is inclined to slip.

The domestic group continues weak and irregular. There has been little business and there are still ample stocks of mint oils in the country. Anxiety to sell on the part of some of the interests there would seem to indicate that the acreage under mint was good and prospects for the next crop bright. In addition there have been fewer reports of frosts, heats, rains and hails, droughts, blights, etc., etc., than usual from the country. These are expected momentarily for the season cannot pass without them. On other domestic oils, the market remains dull and weak with wormseed, wormwood and the other oils in ample supply and very light demand.

Seed and spice oils do not change much. They seem steadier than the remainder of the group. There is a fair business in clove and some call for ginger. Other products are not in much demand.

Patchouli has weakened and now seems very cheap. Citronella remains quite steady both for import and locally but lemongrass has declined to some extent. Cedar wood is in fair demand and cedar leaf is also moving in moderate quantities. Other oils on the list are by no means active and prices on many of them are subject to shading on firm business.

Vanilla Beans

There has been little change in the general position of the market. Possibly a little more liberal buying of some types and qualities has been in evidence, but it has not been sufficient to alter the general position. Mexican beans are quite steady with spot stocks none too large and the shipment position well controlled thus far. The Bourbon market remains in unsettled and irregular position with conditions highly competitive. Further news regarding the crop has not been available during the last few weeks.

Synthetics and Derivatives

(Continued from Page 277)

ticular business of consequence in them. Buyers are interested in sample lots but not in sizable purchases. The use of them is expanding slowly.

Artificial musks are in fair demand and prices are well controlled by the domestic interest. Importers have nothing to offer owing to the complications of a complaint on the basis of the anti-dumping law which is now in the hands of Treasury officials. No proclamation has been issued but it is understood that shipments will be carefully scrutinized as to price and the findings certified to the Treasury.

Other items on the list are without material change. There are reports of shading but these are doubtless due to the quietness of the market rather than to any fundamental weakness in the market position.

Crude Drugs and Sundries

There is not much business and the market is in a very quiet position. Prices are more or less unsettled under the influence of competitive conditions in the drug market. Orris root is easy. Red rose leaves are scarce. Others items are unchanged.

Citrus Oil Foreign Trade Current Year

The following table shows the United States imports and exports of citrus oils for the past two years and the first two months of 1930. Lemon oil exports are not separately shown.

| | IMPORTS | | |
|------------------------------|---------------------|---------------------|-------------------------|
| | Year 1928 Pounds | Year 1929 Pounds | 1930 (2 mos.) Pounds |
| Lemon oil | 477,151 | \$1,036,532 | 344,824 |
| Orange oil | 193,966 | 709,498 | 215,622 |
| | | | 853,937 |
| | | | 53,480 |
| | | | 118,520 |
| EXPORTS | | | |
| Orange oil (Not shown) | 43,251 | 160,391 | 6,000 |
| | | | 12,954 |

Spanish Exports of Drugs, Oils and Soap

A recent report from Spain shows the following exports to the United States proper during 1928 and 1929:

| Commodity | 1928 Value | 1929 Value |
|-------------------------------|---------------|---------------|
| Licorice root and paste | \$299,245 | \$318,437 |
| Essential oils | 197,848 | 188,938 |
| Saffron | 51,625 | 47,881 |
| Castile soap | 210,405 | 169,926 |



"Tex" and "Lux" Held Similar

A COMPOSITE trade mark, whose dominating feature is the word "Tex," is not registerable in the Patent Office for washing and cleaning compounds, the Court of Customs and Patent Appeals has held. The Tex Company sought registration of the mark for use on cleaning compounds in powdered form. The application was opposed by Lever Brothers Company, owner of the trade mark "Lux" registered 18 years previously for use on soap and soap powder in the form of flakes. The parties stipulated that Lever Brothers Company had expended in excess of \$10,000,000 in advertising "Lux" and during a 10-year period the sales were more than 800,000,000 packages, and that The Tex Company had spent during three years in excess of \$30,000 in advertising "Tex" and the sales had totaled more than 350,000 pounds. The court held that the goods of both parties were in the same class for trade mark purposes, and that there was likelihood of confusion or mistake in the use of the two marks. It was concluded that "if a person heard for the first time of a cleaning material bearing the name of 'Lux,' highly recommended, and some time later had occasion to purchase or direct the purchase of a cleaning material, it would not be at all unlikely that a cleaning material bearing the name 'Tex' would be accepted in the belief that it was the same as had been recommended to the purchaser." "Tex" was therefore held not registrable.—(Lever Brothers Co. v. The Tex Co.; C. C. P. A., June 4, 1930).

Why London Has Decided Against Mirrors in Buses

(*Special Correspondence*)

The London General Omnibus combine has reluctantly decided to put no more mirrors in its new buses. The experiment, as recently tried in the luxurious S. T. type of six-wheeler, had unexpected results. The most persistent victims of the mirrors' lure—not unnaturally—were young women. When sitting on the side seats near the bus's entrance they would find themselves before a mirror. The rest was feminine instinct.

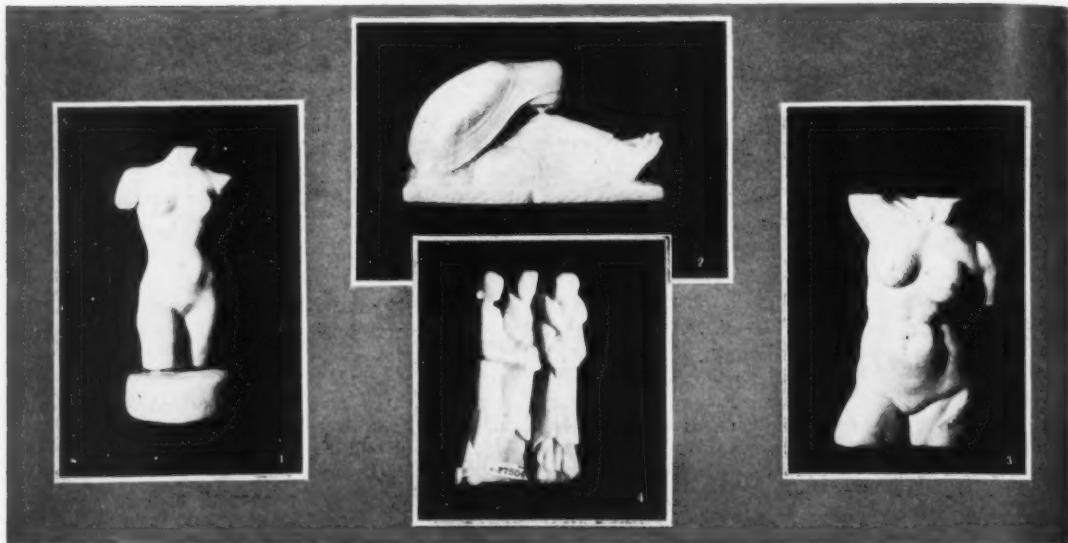
Noses would flash heliographic signals for more powder and lips would demand more rouge. The better to supervise the delicate work of repair, it would become necessary to crane forward and mirror-ward across the intervening space. Unfortunately there are ruts in London's streets and to yield to temptation was often to be the victim of a fall to the hard floor below or an even more undignified catapulting into the lap of the passenger opposite! So less mirrors and less bruises is to be the bus company's slogan.

Sixth Annual Exhibit of Soap Sculptures

THE Sixth Annual Exhibition of Small Sculptures in white soap for the Procter & Gamble prizes consisting of \$3100 and an art scholarship of one year's tuition in a selected art school was opened on June 3rd at the American-Anderson Galleries in New York City and will continue throughout the month after which it will be sent on tour of art galleries and museums throughout the country. The exhibition includes 4,911 carvings submitted from forty-eight states, six foreign countries and Canada.

The continuance of this exhibition for six consecutive years gives ample proof of the popularity of this movement and withdraws it from the class of a mere "fad." The interest created in the various art centers throughout the United States and abroad is evidenced by the enthusiastic comments that were received at the opening session. R. A. Holland, Director of the Kansas City Art Institute, Kansas City, Mo., writes that "The annual exhibition of soap sculpture is stimulating an interest in art which will be lasting and far reaching in its influence. Those who contribute to this form of art expression either become creators of more serious things or develop an appreciation of the creations of others. Both are essential to the cultural development of our nation." Dr. Gustave Straubenmuller, Associate Superintendent of Schools, New York City, considers that "The display of small sculptures in white soap is growing annually both in number of exhibits and in their quality. It is evident that more and more of the people are discovering the medium through which they can economically express their conceptions of form," and William H. Breithaupt, past president, Ontario Historical Society of Artists, Toronto, Ontario, states that "Opportunity made available through the National Soap Sculpture movement should be the most efficient means yet brought forward for encouragement of artistic talent in sculpture wherever found." These are only a few of the many congratulations Procter & Gamble have received on the work they are doing.

The competition is under the sponsorship of a committee including Edward C. Blum, president, Brooklyn Museum, Brooklyn, N. Y.; Mrs. J. C. Bradford, Director, Nashville Museum of Arts, Nashville, Tenn.; R. A. Holland, Director, Kansas City Art Institute, Kansas City, Mo.; Charles W. Kollock, president, Charleston Museum, Charleston, S. C.; Mary L. Alexander, Sculptor, Cincinnati, Ohio; Alfred G. Pelikan, Director, Milwaukee Art Institute, and Supervisor of Art, Milwaukee Public Schools, Theodore Hanford Pond, Director, Akron Art Institute, Akron, Ohio; Rush Rhees, president, Memorial Art Gallery,



1. STUDY OF A TORSO. 2. THE BEGGAR. 3. TORSO. 4. DREI DAMEN.

Rochester, N. Y.; Evans Woollen, president, Art Association of Indianapolis, Indianapolis, Ind.

The Jury of Award includes George E. Ball, formerly Director of Design, The Gorham Company; C. J. Barnhorn, Sculptor, Cincinnati Art Museum; Alon Bement, Director, Art Center, New York; Gutzon Borglum, sculptor; Harvey Wiley Corbett, ex-president, Architectural League of New York; Harriet W. Frishmuth, sculptor; Charles Dana Gibson, artist; Leo Lentelli, sculptor; Agnes M. Rindge, associate professor of art, Vassar College; Dr. Gustave Straubenhauer, associate superintendent of schools, New York City, and Lorado Taft, sculptor.

Peter P. Ott, professional sculptor of New York City, won first prize in the professional group, \$500 for his "Torso," Figure 3. First prize in the advanced amateur group, \$300 went to Frederick Holschuh of Philadelphia for his piece "The Beggar," Figure 2. This was also awarded the Gorham prize, as the single piece from the entire exhibition chosen by The Gorham Company for reproduction in bronze. First prize of \$200 in the senior group went to Marie Beder of Brooklyn, aged 20, a student in the New York School of Fine and Applied Art, for her "Study of a Torso," Figure 1. In the junior group, the first prize of \$50 went to Lucia Emily Doud of Malone, New York, aged 14, for her figure "Rosena."

A feature of this year's competition was a separate International Section. First prize of \$125 in this section was awarded to Eugen Mayer of Vienna, for his "Drei Damen," Figure 4.

Edward Anthony, 17-year-old school boy of Wyandotte, Michigan, was awarded an art scholarship of one year's tuition in an art school to be selected by him from among twelve of the most representative in the country. Although this is the sixth of these competitions to be held, it is the first time the Art Scholarship Award has been offered. Only prize winners in the

Senior group were eligible. Young Anthony's piece received first honorable mention in the senior class and the scholarship was awarded him on the basis of the prize winning piece together with others entered by him, all of which in the opinion of the jury showed great merit.

A wide diversity of subjects were offered at the exhibition ranging from ancient to modern times; from the Coliseum to the Chrysler Building and from Cleopatra to Greta Garbo.

"Naphtha" as Applied to Powder, Flakes or Chips Discontinued

"Naphtha" as a description for soap products will no longer be used by a manufacturing corporation to describe a product in the form of powder, flakes, or chips.

Signing a stipulation with the Federal Trade Commission the company also agreed to cease and desist from use of this word to describe a soap in the form of bars or cakes, unless there be put into such soap upon its manufacture a quantity of naphtha sufficient in amount so that it will retain an amount of naphtha in excess of one per cent by weight of the soap up to the time it is sold to the public.

If necessary there will be incorporated in such soap upon manufacture, ingredients other than naphtha which will retain the naphtha also placed therein, or prevent its rapid volatilization.

(Names of individuals or firms signing stipulation agreements are not mentioned in the commission's press releases or publications, but the facts in each proceeding are presented to show methods of competition condemned by the commission as unfair, for the guidance of industry and protection of the public).

Soap—Past and Present—In India

By Hans Lakra, Ph. D.

Laboratory of the

Colgate-Palmolive-Peet Co., Kansas City

INDIA and China are known to have reached a high state of civilization hundreds of years before the peak of Greek and Roman power, which was, roughly speaking, two thousand years ago.

The people of India were adept in the arts of weaving, simple chemistry, architecture and other arts centuries before the reign of the Cæsars in Rome. But until recently much of the history of the great Asiatic countries has been wrapped in mystery. In late years scientists began to systematically, and almost feverishly, delve into those ancient knowledges. They are rapidly learning that Chinese and Indian civilization were once hundreds of years in advance of those of other peoples on the earth, even though they are now centuries behind. What brought about the downfall of those once prosperous and powerful countries, and led to the rise of Greece and Rome, and later the Western European countries, is not the fundamental object of this article.

We know that the Romans were not unfamiliar with soap. Pliny, the Roman historian, speaks of two kinds—hard and soft—as used by the Germans, who were then hardly more than barbarians. He mentions it as originally a Gallic invention for giving a bright hue to the hair ("*rutilandis capillis*"). So it might be construed that soap came to the Romans from what is now Germany and that the detergents in use in earlier times in Rome, and possibly Athens, and mentioned as soap in the Old Testament, refer to the ashes of plants and other such agents.

But at that time the Greeks and the Romans knew nothing of India. The two civilizations were separated by hundreds of miles of desert, mountains and uncharted waters. And explorers are now led to believe that the Indian culture was far more advanced at that time than were the two Mediterranean countries. India flourished centuries before Rome.

Therefore it seems logical that the people of Asia were familiar with some form of soap long before the birth of Christ. It is regrettable that because of the lack of western authenticated historical record we have but meager information regarding some of the marvelous discoveries that were made in India long before the Christian era. Only in late years have translations of the Hindu literature and the archaeological researches revealed some of the astounding facts regarding those peoples as long ago as 2000 B. C. Recent excavations in Egypt have shown that the mummies were found wrapped in muslin that came from India about 2000 B. C. The iron pillar at Delhi is even today an object of surprise and admiration

among western scientists who have visited there.

The modern world has known that the early European chemists received their knowledge from the Arabs. But it was not known until recently that the art of making alkalis by combustion of the Kali plant, which is merely an extension of the art of igniting drugs for the preparation of the chemical bases (bhasma), was taught to the Arabs by the Hindus. In view of the above it seems more than reasonable to presume that soap in some form or other was used by the population of India long before the Christian era.

The Present Situation in India

Before discussing the situation of soap in a country like India it might be interesting to give the reader an idea of the size and population of that great country. It is as big as all of Europe, excluding Russia, and has three times the population of the United States.

Among this huge mass of inhabitants we find followers of every great religion; there are Christians, Mohammedans, Hebrews, Parsees or Zoroastrians, Buddhists, Jains, Sikhs and Hindus. In round numbers there are 200,000,000 Hindus, 80,000,000 Mohammedans, 9,000,000 Buddhists, 3,000,000 Christians, 2,000,000 Sikhs, and other religions in minor numbers.

There are over 100 distinct languages spoken in India and the number of dialects goes to several hundred. In the city of Bombay alone there are more languages spoken than in the whole of Europe.

In regard to the particular product of soap, we quote an article which appeared in *Industrial and Chemical Engineering* in 1926: "There are about a dozen soap factories in India which produce a boiled soap of good quality. They are, however, small, and the average output of each is only one or two tons per day. One large factory has recently been started in Calcutta. As the annual import of soap amounts to some 15,000 tons, it is rather remarkable that this industry has not made greater headway. In addition to soap of good quality quite an appreciable amount of very low-grade material is made by the cold process, chiefly on the west coast, where manufacture is carried on as a cottage industry. Owing to the low price it finds a ready market. Glycerol is not usually recovered, except in one or two factories which have started concentrating plants."

So it becomes noteworthy that, in spite of the ready access to all the raw materials, cheap labor and demand for soap, plus a tremendous population, there is no factory in India which produces the commodity in any appreciable quantity. Because of the complexity



of reasons for this condition we will not take up that matter here.

The Sale of Soap in India

As was mentioned, India supports a population of 320,000,000 people, and the use of laundry soap is more or less common among all the classes. Most of this soap is made in a very crude manner in the cottages by the people themselves and sold in just as old-fashioned a manner.

It is of very inconsistent composition. Most of the people make their own laundry soap by saponifying readily accessible oil with sodium hydroxide and then cutting the mass of 10 to 100 pounds with a butcher knife. Such soaps are usually of a very low grade quality, sometimes containing much free alkali and at other times a great excess of free fat. No fillers at all are used in these home-made soaps.

The importing of laundry soaps from the United States and European countries is not considered practical commercially due to the keen competition with these "Cottage Industry" soaps and because of the high import duty and shipping rates to India.

The sale of toilet soaps is rather interesting, but before going into the subject it might be well to bring a few facts to the reader's mind, so that he may understand what follows. India as a whole is a very poor country. The literacy is only 11 per cent. Generally speaking, there are two classes of people, the very rich and the very poor. Compared to the United States, there is practically no middle class. With few exceptions the poor class (I mean the very poor class, which includes almost all the untouchables) does not use, and in fact cannot afford, toilet soap. It stands to reason that a person who does not earn enough money to properly feed and clothe himself and cannot afford the bare necessities of life has no use for a luxury (toilet soap is a "luxury" to such persons).

So toilet soaps find a market only among the highest class of Indians. By those I mean all India born persons—such as Hindus, Mohammedans, etc. The Indian is attracted by high class perfume, brilliant color, nice size and shape of the bar and beautiful wrapper. That is why he prefers one kind of soap instead of another.

It would seem that cold-made soaps would find a ready market here, and while this is true the market is so limited that the sale is not great. Also, cold-made soap is not very fine in texture and it is very soluble in water. It does not have the really fine appearance of milled soap. A curious and interesting fact is that European manufacturers adapt themselves to these local conditions and make soaps to suit the taste of those among whom they are to be marketed.

The Effect of Religion

As there are about 200,000,000 Hindus and 80,000,000 Mohammedans and in addition numerous other and less important religious sects in the country, religion naturally plays an important part in the purchase of the different soaps.

Hindus do not eat beef and a great many of them do not eat any kind of meat. Mohammedans do not eat pork. Those customs are part of their religious creeds. In view of that the orthodox peoples will not use any kind of imported soap, unless they know positively that the soap in question does not contain beef

or hog fat. Lack of education adds to this ignorance, with the natural result that the people are prejudiced against all foreign soaps. I repeat again that this condition prevails among the orthodox Hindus and Mohammedans, who make up the bulk of the illiterate population. Hence, any toilet soaps which an American manufacturer wishes to market in India should be made purely from vegetable oils.

Marketing the Soap

The question arises as to how these vegetable oil soaps can best be marketed in India. This depends upon the manufacturer and how he handles his product. The mere fact that the soap does not conflict with the limitations put upon it by religion will not guarantee its sales. The hardest job is to show and impress upon the people the fact that it is purely a vegetable product. And in a country where the illiteracy is so great and where so many different languages are spoken the American method of outdoor, magazine and newspaper advertising has but little value.

Again the manufacturer has to adapt himself to local conditions. The type of advertising must be different and great technique is required to attain success. Intimate contact with the people, distribution of free samples, local canvassers, salesmen belonging to different religions so that they can sell among people of their own faith—these are a few of the many characteristic conditions that have to be met before a measure of success can be realized in so heterogeneous a country.

It is not easy to explain the complexities of politics, which are such a vital factor in the marketing of products in India. We can touch but briefly on that phase.

England calls India the Jewel of the Empire. It is generally understood that the English business man is very critical. He does not lavish epithets without reason. India must mean a great deal to warrant the title Jewel. Why? Because it means millions of dollars in annual trade with India, because India is the principal consumer of British manufactures, because it has no small part in making England the powerful country that it is today.

Historians are in accord when they state that the English industrial revolution could not have taken place but for the wealth acquired from India and its benefits could not be sustained without control of the Indian market. That, of course, is past history. But the jewel has not lost its brilliance nor its preciousness since then. Today India does an import trade of 1,600,000,000 rupees, of which one billion is from the British Empire, about 900,000,000 from the British Isles alone.

Observers naturally emphasize the potential possibilities of trade with India. They are tremendous. And when the figures have been analyzed it becomes evident at once that the United States is getting an entirely disproportionate share in comparison to its industrial importance and leadership in the world.

The following are some additional points that handicap the American manufacturer in his efforts to break into the Indian market:

1. Most of our trade with India is done through English or other European firms which are overloaded with products of firms in their own country. Under

these conditions they cannot be expected to give much individual attention to the American producer trying to gain a foothold in India. Neither is he able to maintain close contact with the ultimate consumer under those conditions.

2. As is only natural, these agency firms favor and show decided preference for the products and goods that come from their own countries. Henry D. Baker, former American Consul in Bombay, and C. C. Betcheldar, American Trade Commissioner, have both brought out this point. It is merely the appeal of patriotism influencing business.

3. English and German firms extend larger credits to Indian dealers than to American firms. The foreign firms also offer larger commissions. They can naturally afford to, as they do not have to realize their cash in New York City.

4. English importing firms usually cater to the taste of the upper communities, the exclusive European and higher classes of Hindus society. But they have been neglecting to a great extent the growing middle class.

5. American producers are not adapting themselves to the Indian market in the same manner in which the foreign firms do. They produce lines which really appeal to the Indian consumer.

6. American prices are generally somewhat higher than those of foreign manufacture. American efficiency and ingenuity will soon overcome that handicap.

7. Americans are doing business at long range. They lack the necessary intimate touch with the people and the market.

All these factors may be summarized as follows: The potential possibilities of marketing soap in India are tremendous. The heterogeneous nature of the country and her people, the great illiteracy, economic condition, religious prejudices, and her being under the British government are all important points to be borne in mind when thinking of the Indian purchasing powers.

Cease and Desist Order on Misrepresentation of Soap

A soap product in the form of flakes was said by the manufacturing corporation to be capable, when used for washing clothes, dishes and other articles, of producing suds which would sterilize such articles without boiling.

However, this soap product contained no ingredients in sufficiently concentrated form to free such articles from disease-producing germs.

Signing a stipulation with the Federal Trade Commission, the company agreed to discontinue the misrepresentation about sterilizing without boiling.

A Smile for Your Own Sake

The man who is in most need of a smile is the fellow who has no smile to give. He may be a grouch, he may be sad, he may be out of luck, so give him a smile just for your own sake. It will do you good and him no harm.—*The Silent Partner.*

Features of the Soap Materials Market

(Continued from Next Page)

Industrial Chemicals

The market has been dull since our review of last month and business in alkalis has been limited. Export demand has dropped sharply and contract shipments to the domestic trade are not moving as well as had been anticipated. Thus far, prices have been quite steady in the open market but if resale material appears, some bargains would not be surprising. Other chemicals are also quiet and rather easy with shading reported in small open market transactions.

Other Soap Materials

Business has been rather quiet although shipments of rosin have been somewhat heavier during the last two weeks. Prices in the South are quite steady and stocks, while substantial, are not materially above normal for this season of the year. The export demand has been disappointing and does not seem likely to improve materially during the next few months. Other materials are unchanged.

Capturing Locust Swarms for Soap Manufacture

(Special Correspondence)

The biggest and most spectacular attempt to put an end to the locust plague in Africa and Arabia has been completed by the laying down of 20 miles of zinc sheeting with a series of pits between from Beersheba to Khanyunir, on the coast. Tons of poisoned bait has been strewn over the sheeting with the object of trapping the vast hordes of hopper locusts which have recently hatched out at Sinai, and are now advancing towards Palestine. The trapped locusts are being collected and their oil expressed for soap manufacture.

The locusts have devoured every green thing in their path, including even the desert shrub and the prickly cactus bushes. One swarm was noted to be 20 miles long and two wide—the largest ever seen in the Maan district.

Perfumed Soap in Pastel Shades for Dishwashers

As yet the vogue of color in the kitchen and bathroom has had little effect on soap. We may, however, expect to find a demand for the more delicate pastel shades, approximately perfumed, in the near future.

The latest available United States Commerce reports indicate that each man, woman and child in this country consumes an average of nine to ten cakes of toilet soap each year. Also, each one uses or has used for him nearly twenty-one pounds of soap in forms other than toilet soap. The estimated yearly cost for soap for a family of five is about \$17.50. Expressed differently, it costs each of us one cent a day for cleanliness by way of soap.—(Industrial Bulletin of Arthur D. Little, Inc.)

Soap Materials Market

Vegetable Oils

Only slight changes have occurred in the vegetable oil market since our last review as there has been comparatively little trading. Most soap makers and other consumers are advising they have ample stocks of oils on hand and on contract for their present requirements. A few scattered inquiries for sizeable quantities for future shipments have recently reached the market, but in most cases, buyers and sellers failed to get together on account of difference in price views.

Crude coconut oil is quoted at 6½ cents a pound New York and 6½ cents a pound Pacific Coast in tank cars for June, July, August and ½ to ¼ cent per pound higher for September, December shipments. Demand for acidulated coconut oil, fatty acids and soap stocks is not as large as it was a short time ago. However, producers of these materials were well sold ahead so that for the time being at least, there is no surplus available. Palm oils have also been quiet lately but only comparatively small quantities are available for nearby delivery. Olive oil foots are easy with car lots in barrels for prompt shipments being quoted at 6½ cents a pound f.o.b. New York and future shipments at 6½ cents a pound f.o.b. New York while the usual quality commercial olive oil testing maximum 5 per cent F. F. A. in barrels is quoted at around 72 cents per gallon f.o.b. New York. Corn oil has not been very active recently and is quoted at from 6½ cents a pound to 7½ cents a pound f.o.b. tank cars Midwest mills, price depending upon the quality.

A. H. HORNER.

Glycerine

Since our last review the market has been rather active and sales of chemically pure have been made at slightly higher levels. Crude, after a long period of dullness and heavy supplies, is now in more active demand and both lye and saponification have moved up in price to levels more nearly compatible with those which prevail on dynamite and chemically pure. Leading producers and brokers as well, while indicating that business still has some distance to go before the market reaches the mythical "normal," are encouraged over the showing made in recent weeks and believe that the market has definitely turned the corner after its long period of dullness and unsettlement. At these levels, glycerine is unsatisfactory to the sellers but it is slowly moving into a position which will be encouraging to the soap trade without doing any harm to the consumers.

Tallow

The period just passed has been one of rather steady decline. There seems to be no real explanation for it based on the usual reasons of supply and demand. Business, particularly that of soapmakers, appears good and there has been no piling up of sur-

plus stocks of tallow and other fats. The pressure downward has emanated mainly from one source.

The market on good productions of City Extra tallow stands at 5½c. to 6c., although some of the poorer stock of this grade has sold at ¼c. under the lowest of the foregoing prices. Most producers are sold into July. Fancy tallow is nominally 6½c. per pound loose delivered. Best grade of house grease is worth around 5½c. delivered; No. 2 tallow of high titre 5½c. to 5¾c. per pound.

The Middle West has a quiet situation, some producers having sold two months in advance. Prime Packers' tallow is nominally 6c. Chicago.

E. H. FREY.

(Continued on Preceeding Page)

Soap Materials

Tallow and Grease

Tallow, New York, Extra 5½c. Edible, New York, 6½c. Yellow Grease, New York, 5½c. White Grease, New York, 5½c.

Rosin, New York, June 14, 1930.

| | | | |
|----------------|------|-------|------|
| Common to good | 6.50 | I | 7.10 |
| D | 6.85 | K | 7.15 |
| E | 6.95 | M | 7.20 |
| F | 7.05 | N | 7.30 |
| G | 7.05 | W. G. | 7.60 |
| H | 7.10 | W. W. | 8.35 |
| X | | | 8.50 |

| | | |
|---|--------|--------|
| Starch, pearl, per 100 lbs. | \$3.62 | @ |
| Starch, powdered, per 100 lbs. | 3.72 | @ |
| Stearic acid, single pressed, per lb. | .14 | @ |
| Stearic acid, double pressed, per lb. | .14½@ | |
| Stearic acid, triple pressed, per lb. | .16½@ | |
| Glycerine, C. P., per lb. | .13½@ | .15 |
| Dynamite | .11 | @ .11½ |
| Soap, lye, crude 80 per cent, loose per lb. | .08½@ | .09 |
| Saponification, per lb. | .09 | @ .09½ |

Oils

| | | |
|-------------------------------------|--------|-------|
| Castor, No. 1, per lb. | .13½@ | .14 |
| Castor, No. 3, per lb. | .12½@ | .13½ |
| Coconut, Ceylon, Dom., per lb. | .07% @ | |
| Corn, crude, per lb. | .10 | @ |
| Cotton, crude, per lb. f.o.b., Mill | .07% @ | |
| Cotton, refined, per lb., New York | .08% @ | |
| Olive, denatured, per gal. | .75 | @ .80 |
| Olive Foots, prime green, per lb. | .06½@ | .07 |
| Palm Lagos, per lb. | .06½@ | |
| Palm Niger, per lb. | .06½@ | |
| Palm kernel, per lb. | .07½@ | |
| Peanut, crude, per lb. | .09% @ | |
| Peanut, refined, per lb. | .11½@ | |
| Soya Bean, per lb. | .10½@ | .11 |

Chemicals

| | | |
|---|--------|---------|
| Soda ash, 58 per cent, per 100 lbs... | 1.34½@ | 2.11 |
| Soda Caustic, 76 per cent, 100 lbs... | 2.95 | @ 3.76 |
| Potash, Caustic 88@92 per cent, per lb., N. Y. | .06½@ | .06% |
| Salt common, fine per ton | 14.00 | @ 20.00 |
| Sulphuric acid, 60 degrees, per ton.. | 11.00 | @ 12.50 |
| Sulphuric acid, 66 degrees, per ton.. | 15.50 | @ 16.50 |
| Borax crystals, per lb. | .03 | @ .03½ |
| Borax, granular, per lb. | .02½@ | .03 |
| Zinc, oxide, American, lead free, per lb. | .06½@ | .06% |

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Grease,

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... 7.30
... 7.60
... 8.35

... .15
... .11½
... .09
... .09½

@ .14
@ .13½

... .80
... .07

@ .11

@ 2.11
@ 3.76

@ .06%
@ 20.00
@ 12.50
@ 16.50
@ .03½
@ .03

@ .06%